

# “A Study on Brand Awareness among Rural Women for Selected FMCG Personal Care Products in Tiruchirappalli District”

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**Abstract:** Rural India today is seen as the most productive segment because they are wooed by companies across different sectors to support their business growth momentum. Rural markets offer tremendous and largely untapped opportunities. Corporations are bucking up across a number of vertical industries to meet the need for rural growth. Rural consumers' perceptions, desires and expectations are very different from their urban counterparts. Companies are newly connecting to this base and are working together too effectively and efficiently cater for this market. Industries use a number of strategies such as brand repositioning, repackaging and re-pricing of goods, all with an eye on rural wallets. The overall rural marketing mix strategy generally focuses on producing the right product, using value-for-money pricing, using active promotional methods, choosing the most suitable delivery system and creating long-term customer relationships to sell their products. The study focuses primarily on rural women's consumer behavior towards selected Fast Moving Consumer Goods (FMCG). Therefore, with more firms entering the rural market, with a variety of products, it is a must for the firms to research the actions of rural women on FMCG. Target Population for this study has been selected rural areas and the sample size was decided as 1200 from 4 revenue divisions such as Lalgudi, Mannachanallur, Musiri and Thuraiyur in Tiruchirappalli district. The research would illustrate before purchasing, at the time of purchase and after purchase, the actions of rural women consumers. The study is said to be analytical due to the application of statistical tools used for data analysis. Data has been analyzed with the use of frequency analysis, cross tabulation, chi square test and the testing of hypothesis to arrive on conclusion.

**IndexTerms - FMCG products, Rural market, Brand Awareness.**

## I. INTRODUCTION

### FAST MOVING CONSUMER GOODS (FMCG)

Fast Moving Consumer Goods (FMCG) is commonly referred to as packaged consumer goods. Items in this category include all consumables that people buy at regular intervals (other than foodstuffs / pulses). The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged food and household accessories and extends to certain electronic goods. These items are intended for frequent use on a daily basis and have a high return. The value of encouraging consumer sales in the fast-moving consumer goods (FMCG) advertising mix has increased worldwide. Companies spend a significant amount of time planning such activities. However, manufacturers should understand consumer and retailer interpretations of their promotional activities to enhance the effectiveness of these activities. The study here relates to the consumer's sales promotion preferences. Some previous research has suggested that advertising itself has an effect on the brand's perceived value. This is because promotions have practical benefits such as financial savings, added value, increased quality and comfort, and hedonic benefits such as entertainment, discovery, and self-expression.

### FMCG Product segments:

#### Household Care

The **detergents segment** dominates the household care segment and has been growing at an annual growth rate of 10-11% in the past five years. Local and unorganized players account for a major share of the total volume of the detergent market. The Household care segment is plagued by intense competition and high level of penetration. With rapid urbanization, emergence of small pack sizes and sachets is picking up

#### Personal Care

The Personal care segment includes personal washing products, hair care products, oral care products, cosmetics, skin care etc.

The **hair care market** can be segmented into hair oils, shampoos, hair colorants & conditioners, and hair gels.

The **skin care market** is at a primary stage in India. With the change in life styles, increase in disposable incomes, greater product choice and availability, people are becoming more alert about personal grooming.

The **oral care market** can be segmented into toothpaste; toothpowder; toothbrushes.

### **Food and Beverages**

The Food and Beverages segment comprises of the food processing industry, health beverage industry, bread and biscuits, chocolates & confectionery, Mineral Water and ice creams. The three largest consumed categories of packaged foods are packed tea, biscuits and soft drinks.

## **NEED OF THE STUDY**

FMCG goods are widely used among their counterparts to improve and preserve the health and physical appearance as well as the integrity of the people. Expenditure on FMCG products, particularly in rural areas, has shown a growing trend over the past five years. This is due to increased income levels, fascination with urban culture, good connectivity with towns and cities, improved sanitary conditions, beauty awareness among rural teenagers emulating their counterparts in urban areas led to increased use of FMCG products, especially beauty & health care products in this region. The brand awareness in rural areas with reference to FMCG products is being considered with this backdrop. The study was limited only to the district of Tiruchirappalli. The results in this rural area are assumed to be fairly representative of the other parts of the state, and the lifestyle & other criteria are not very different from those in the survey area.

## **STATEMENT OF THE PROBLEM**

There are many challenges in the selling of products in a competitive world. It is possible to solve some problems, but it may not solve many problems. India is a country in the developing world. So, most people live in rural areas. Rural marketing is important to the economic development of a country. Manufacturers face many difficulties in selling their commodity in rural areas because most rural customers earn low incomes, have low literacy rates, low brand awareness, connectivity and transportation facilities.

Rural India has witnessed a sea change in the recent past, particularly in living standards and lifestyles. Consumers are becoming more diverse. As with the current scenario, their taste needs and preferences are changing. The customer is now looking for distinction of the brand and the comfort it provides. In terms of quality, price and packaging, the customer has certain expectations from branded items. The amount of money spent on marketing makes the consumer aware of the market's new products. Rural market conditions do not follow a structured pattern of operation. Therefore, for channel infrastructure, software, and behavioral aspects, effective planning for the rural market requires greater emphasis to achieve better economic efficiency. When choosing their fast-moving consumer goods, buyers are finding different issues. It is found that research work is needed in the field of FMCG consumer behavior in the rural areas of the district of Tiruchirappalli. The research deals with issues like this.

1. What are the factors that influence the rural women consumer in the purchase of FMCG?
2. What is the level of awareness of rural women consumer regarding FMCG?
3. What is the level of satisfaction and problems faced by rural women consumers?

## **SCOPE OF THE STUDY**

Rural markets present enormous untapped potential to advertisers and academics alike, and the consumer behavior shown by rural India residents is significantly different from their urban counterparts. Yet interestingly, in the field of rural consumer behaviour, not much research has been done, so advertisers typically try to extend urban marketing strategies to these rural areas, which generally do not produce the desired results. One of the prerequisites for making a dent in the rural market is an in-depth understanding of rural psychology and rural customer behavior patterns. There is a potential market for the FMCG in a highly populated country such as India.

One of the prerequisites for making a dent in the rural market is an in-depth understanding of rural psychology and rural customer behavior patterns. There is a potential market for the FMCG in a highly populated country such as India. For the present research, therefore, the researcher has selected four FMCGs. Bathing soap, toothpaste, shampoo and hair oil are the commodities chosen for the research. The commodities selected for the research were made on the basis of hair care, skin care and oral care products available.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN:

A research design is a framework or blue print for conducting the research project. It details the procedures necessary for obtaining the information need to structure and/or solve research problems. The research design lays the foundation for conducting the project. The research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research with economy in procedure.

The present study has been considered a combination of descriptive and analytical research design. Descriptive in the nature due to fact finding with the help of literature survey and the analysis of demographic profile of the respondents in the particular area considered for this study. The present study said to be descriptive due to the information gathered to describe the current rural marketing phenomenon, distribution channels, level of awareness, various factors affecting the buying behavior of the customers, motivating factors for switch over and the various promotional activities being offered by the different manufacturer and marketer of the products at national, regional and state level in the country.

The study is said to be analytical due to the application of statistical tools used for data analysis. Data has been analyzed with the use of frequency analysis, cross tabulation, chi square test and the testing of hypothesis to arrive on conclusion.

### TARGET POPULATION:

Target Population for this study has been selected rural areas and the sample size was decided as 1200 from 4 revenue divisions such as Lalgudi, Mannachanallur, Musiri and Thuraiyur in Tiruchirappalli district. Samples were collected from 6 villages in each revenue division namely, Ariyur, Esanakorai, Idaiyathumangalam, Kanakiliyanallur, Mettupatti and Valadi from **Lalgudi revenue division**. Alagiyamanavalam, Edumalai, Kariyamanickam, Omandhur, Samayapuram and Thiruvallrai from **Mannachanallur revenue division**. Amoor, Gunaseelam, Karattampatti, Manparai, Moovanur and Perur from **Musiri revenue division** and Ammapatti, Kannanur, Kottaiyur, Murugur, Sobanapuram and venkatachalapuram from **Thuraiyur revenue division**.

### SAMPLING TECHNIQUES:

- Multistage sampling comprising of Cluster, Stratified and Convenience sampling has been used to draw a required sample size for this study.
- On the second stage, populations of the selected villages have been stratified on the basis of gender, living standard, educational qualification and the age group etc. of the respondents.
- At the time of survey, priority given to cover all identified strata in the selected village of rural areas in Tiruchirappalli District.
- At the final stage, on the basis of researcher convenience and the availability of the respondents at the time of visit have been taken into consideration for this particular study. At this stage 50 respondents from each village have been taken into consideration from each identified strata.

## SAMPLE SIZE:

Table -1: Questionnaire Distribution Table

Revenue divisions	Villages	No of samples
Lalgudi	Ariyur	50
	Esanakorai	50
	Idaiyathumangalam	50
	Kanakiliyanallur	50
	Mettupatti	50
	Valadi	50
	<b>Total</b>	<b>300</b>
Mannachanallur	Alagiyamanavalam	50
	Edumalai	50
	Kariyamanickam	50
	Omandhur	50
	Samayapuram	50
	Thiruvallrai	50
	<b>Total</b>	<b>300</b>
Musiri	Amoor	50
	Gunaseelam	50
	Karattampatti	50
	Manparai	50
	Moovanur	50
	Perur	50
	<b>Total</b>	<b>300</b>
Thuraiyur	Ammapatti	50
	Kannanur	50
	Kottaiyur	50
	Murugur	50
	Sobanapuram	50
	Venkatachalapuram	50
	<b>Total</b>	<b>300</b>

Out of this 1049 questionnaires were received back, but 49 questionnaires were discarded as they were not filled up adequately. Hence the analysis has been carried out on the basis of 1000 respondents.

**METHODS OF DATA COLLECTION:**

**Primary data** have been collected with the help of structured questionnaire. Initially questionnaire was drafted on the basis of past references used by prominent scholars in that field. The questionnaire has been converted in to Tamil language for the better understanding of the questions by the rural respondents and proper care has been taken during the translation so the meaning of the questions should remain same and the same has been tested too.

**Secondary data** have been collected from the books, journals, magazine and newspapers and with the help of various online journal and web portal to conceptualize and make theoretical concepts for this particular study.

The researcher has distributed 300 questionnaires in the identified rural areas of each Talukas of the Tiruchirappalli District. In each selected village researcher visited personally and taken the response from the respondents. In the second stage incomplete and unanswered questionnaire have been discarded by the researcher and finally considered 1000 respondents as sample size for the purpose of data entry and analysis.

**OBJECTIVES OF THE STUDY:**

- To study the Rural Marketing Strategies of selected FMCG products and its influence on buying behavior of the selected rural women respondents from rural market in Tiruchirappalli District.
- To assess consumer awareness for FMCG products in selected rural areas of Tiruchirappalli District.
- To study the impact of various factors affecting the rural consumer buying behavior, towards selected FMCG products in rural areas of Tiruchirappalli District.
- To study the satisfaction level associated with selected FMCG products in rural areas of Tiruchirappalli District.

- To analyze the factors responsible for switch over from the FMCG products by the customers in the rural areas of Tiruchirappalli District.

### **HYPOTHESIS OF THE STUDY:**

H01: There is no association between monthly income and preferences given to the price compared to brand name and quality of the product, by rural respondents.

H02: There is no association between knowledge enhancement by advertisement of the product and advertisement always creates interest for the product.

H03: There is no relationship between total monthly income and preference given to the variety of size of product while making buying decision by rural respondents.

H04: There is no association between nature of accommodation and preference given to price compare to brand and quality of product by rural respondents.

H05: There is no relationship between main source of information and knowledge enhancement due to advertisement.

H06a: There is no association between preferred promotional activity of selected FMCG toilet soaps, tooth paste, shampoo & hair oil and planning to switch over from the same by rural respondents.

H07a: There is no significant association between satisfaction level and brand loyalty for selected H.U.L. toilet soap, tooth paste, shampoo and hair oil.

### **STATISTICAL TOOLS USED FOR DATA ANALYSIS:**

This study includes the following tools and techniques for the purpose of data analysis at various stages.

- Measure of central tendency:
- Cross Tabulation:
- Frequency Analysis:
- Chi square Test :

### **BENEFITS OF THE STUDY:**

- The study will be beneficial for the rural consumer of selected rural areas of Tiruchirappalli District. With the help of this study the consumers will know about the various products, pricing factors, marketing strategies and the availability of products in their surroundings.
- The study will also be beneficial for the FMCG to know about the expectation of rural consumers in the selected areas of Tiruchirappalli District.
- On academic point of view it is helpful for researcher and academicians to take it as a reference material for further studies on and around this topic at regional, national and global level.

### **LIMITATIONS OF THE STUDY:**

Major limitation of this study includes the following points:

- The major limitation for this study is the geographical area and number of villages across Tiruchirappalli District.
- During the collection of data, in few cases, the researcher has faced the problem of making rural respondents clearly understand towards their doubts in few questions, which might have been reflected in responses.
- Third major limitation of this study is that the suggestions and recommendations cannot be generalized. It will only be applicable to the concern villages of Tiruchirappalli District and for selected FMCG products only.

## **DATA ANALYSIS AND INTERPRETATION**

### **1. HYPOTHESIS: H1**

**H0:** There is no association between monthly income and preferences given to the price compared to brand name and quality of the product, by rural women respondents.

**H1:** There is significant association between monthly income and preferences given to the price compared to brand name and quality of the product, by rural women respondents.

**Test used:** In above hypothesis both the variable total monthly income and preferences to price are categorical. To test the relationship between two categorical variables Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.37: Chi-Square Tests – H1**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96.930a	20	.000
Likelihood Ratio	101.454	20	.000
Linear-by-Linear Association	31.622	1	.000
N of Valid Cases	1000		

a. 3 cells (10.0%) have expected count less than 5. The minimum expected count is 1.46.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong evidence to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between monthly income and preferences given to the price of the product compare to brand name and quality by the selected respondents in selected rural areas of Tiruchirappalli District. It indicates that though the respondents belongs to any of the income group but price factor plays an important role compare to brand name and quality of the product in the buying decision.

It can therefore be concluded that the selected respondents in selected rural areas of Tiruchirappalli District have a substantial association between the monthly income and preferences given to the price of the product compared to the brand name and value. It shows that although the respondents belong to any income group, price factor plays an important role in the purchasing decision relative to the brand name and product quality.

## 2. HYPOTHESIS: H2

H0: There is no association between knowledge enhancement by advertisement of the product and advertisement always creates interest for the product.

H1: There is significant association between knowledge enhancement by advertisement of the product and advertisement always creates interest for the product.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.38: Chi-Square Tests – H2**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	220.614a	16	.000
Likelihood Ratio	154.364	16	.000
Linear-by-Linear Association	80.005	1	.000
N of Valid Cases	1000		

a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .32.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong evidence to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between knowledge enhancement by advertisement and advertisement always creates interest for the product. So it can be stated that advertisement of product gives two kind of impact, i.e. it enhance the knowledge of the product and by the time creates the interest for the product, for the selected women respondents of selected rural areas of Tiruchirappalli.

It can therefore be inferred that there is a substantial correlation between the enhancement of information through advertising and that advertising often generates interest in the product. So it can be said that consumer marketing has two types of effects, i.e. it improves product knowledge and, by the time, generates interest in the product for selected female respondents from selected rural areas

### 3. HYPOTHESIS: H3

H0: There is no relationship between total monthly income and preference given to the variety of size of product while making buying decision by rural respondents.

H1: There is significant relationship between total monthly income and preference given to the variety of size of product while making buying decision by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.39: Chi-Square Tests – H3**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96.930a	20	.000
Likelihood Ratio	101.454	20	.000
Linear-by-Linear Association	31.622	1	.000
N of Valid Cases	1000		

a. 3 cells (10.0%) have expected count less than 5. The minimum expected count is 1.46.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant relationship between income and preference given to the variety of size the products. The significant relationship between two attributes indicates that, though there are variations in income of the rural respondents but those selected respondent's gives preference to the variety in size and variety of size indicates the variety in price in the selected areas of Tiruchirappalli.

### 4. HYPOTHESIS: H4

H0: There is no association between nature of accommodation and preference given to price compare to brand and quality of product by rural respondents.

H1: There is association between nature of accommodation and preference given to price compare to brand and quality of product by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.40: Chi-Square Tests – H4**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96.128a	8	.000
Likelihood Ratio	101.820	8	.000
Linear-by-Linear Association	61.825	1	.000
N of Valid Cases	1000		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.51.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between nature of accommodation and preferences given to the price compared to brand and quality of product by selected rural respondents of selected rural areas. The significant association between two attributes indicates that, respondents belong to different accommodation facility, but they give importance to price, in the selected rural areas of Tiruchirappalli.

## 5. HYPOTHESIS: H5

**H0:** There is no relationship between main source of information and knowledge enhancement due to advertisement.

**H1:** There is significant relationship between main source of information and knowledge enhancement due to advertisement.

Test Used: We used Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.41: Chi-Square Tests – H5**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96.128a	8	.000
Likelihood Ratio	101.820	8	.000
Linear-by-Linear Association	61.825	1	.000
N of Valid Cases	1000		

a. 26 cells (65.0%) have expected count less than 5. The minimum expected count is .05.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant relationship between main source of information and knowledge enhancement due to advertisement, by selected rural respondents of selected rural areas. The significant relationship between two attributes indicates that, there is an impact of main source of information because the advertisement displayed through that medium plays an important role for enhancement of the knowledge, for the rural respondents of the selected rural areas of Tiruchirappalli.

## 6. HYPOTHESIS: H6

**H0a:** There is no association between preferred promotional activity of selected FMCG toilet soaps and planning to switch over from the same by rural respondents.

**H1a:** There is significant association between preferred promotional activity of selected FMCG toilet soaps and planning to switch over from the same by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.42: Chi-Square Tests for Hamam / Lifebuoy – H6a**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1358.804a	25	.000
Likelihood Ratio	437.535	25	.000
Linear-by-Linear Association	104.623	1	.000
N of Valid Cases	1000		



- a. 20 cells (55.6%) have expected count less than 5. The minimum expected count is .15

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between preferred promotional activity and planning to switchover from the selected toilet soap of FMCG. The significant association between two attributes indicates that, promotional activity associated with the selected product plays an important role, if respondent found change in that they may think for switchover to the other brand.

**H0b:** There is no significant association between preferred promotional activity of selected FMCG toothpastes and planning to switch over from the same by rural respondents.

**H1b:** There is significant association between preferred promotional activity of selected FMCG toothpastes and planning to switch over from the same by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.44: Chi-Square Tests for Pepsodent /Closeup – H6b**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1269.760a	25	.000
Likelihood Ratio	920.638	25	.000
Linear-by-Linear Association	347.724	1	.000
N of Valid Cases	1000		

- a. 16 cells (44.4%) have expected count less than 5. The minimum expected count is .25.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between preferred promotional activity and planning to switchover the selected toothpastes of FMCG. The significant association between two attributes indicates that, promotional activity associated with the selected product plays an important role, if respondent found change in that they may think for switchover to the other brand.

**H0c:** There is no significant association between preferred promotional activity of selected FMCG hair shampoo and planning to switch over from the same by rural respondents.

**H1c:** There is significant association between preferred promotional activity of selected FMCG hair shampoo and planning to switch over from the same by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.45: Chi-Square Tests for Clinic / Sunsilk – H6c**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1200.168a	25	.000
Likelihood Ratio	769.368	25	.000
Linear-by-Linear Association	247.737	1	.000
N of Valid Cases	1000		

- a. 16 cells (44.4%) have expected count less than 5. The minimum expected count is .28.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between preferred promotional activity and planning to switchover the selected hair shampoo of FMCG. The significant association between two attributes indicates that, promotional activity associated with the selected product plays an important role, if respondent found change in that they may think for switchover to the other brand.

**H0d:** There is no significant association between preferred promotional activity of selected FMCG hair oil and planning to switch over from the same by rural respondents.

**H1d:** There is significant association between preferred promotional activity of selected FMCG hair oil and planning to switch over from the same by rural respondents.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.46: Chi-Square Tests for Parachute/ Meera - H6d**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1231.031a	25	.000
Likelihood Ratio	1442.890	25	.000
Linear-by-Linear Association	599.413	1	.000
N of Valid Cases	1000		

a. 15 cells (41.7%) have expected count less than 5. The minimum expected count is .34.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between preferred promotional activity and planning to switchover the selected tea of FMCG. The significant association between two attributes indicates that, promotional activity associated with the selected product plays an important role, if respondent found change in that they may think for switchover to the other brand.

## 7. HYPOTHESIS: H7

**H0a:** There is no significant association between satisfaction level and brand loyalty for selected FMCG toilet soap.

**H1a:** There is significant association between satisfaction level and brand loyalty for selected FMCG toilet soap.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.62: Chi-Square Tests – H7a**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.961a	5	.000
Likelihood Ratio	17.002	5	.004
Linear-by-Linear Association	.313	1	.576
No of Valid Cases	1000		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between satisfaction level and brand loyalty for the selected toilet soap of H.U.L. The significant association between two attributes indicates that, satisfaction with the product leads to the brand loyalty of the product.

**H0b:** There is no significant association between satisfaction level and brand loyalty for Selected FMCG toothpaste.

**H1b:** There is significant association between satisfaction level and brand loyalty for selected FMCG toothpaste.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.64: Chi-Square Tests – H7b**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.546a	5	.000
Likelihood Ratio	30.212	5	.000
Linear-by-Linear Association	11.274	1	.001
No of Valid Cases	1000		

- a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .17.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between satisfaction level and brand loyalty for the selected toothpaste of H.U.L. The significant association between two attributes indicates that, satisfaction with the product leads to the brand loyalty of the product.

**H0c:** There is no significant association between satisfaction level and brand loyalty for selected FMCG hair shampoo.

**H1c:** There is significant association between satisfaction level and brand loyalty for selected FMCG hair shampoo.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

**Table 5.65: Chi-Square Tests – H7c**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.546a	5	.000
Likelihood Ratio	30.212	5	.000
Linear-by-Linear Association	11.274	1	.001
No of Valid Cases	1000		

- a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .23.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between satisfaction level and brand loyalty for the selected hair shampoo of FMCG. The significant association between two attributes indicates that, satisfaction with the product leads to the brand loyalty of the product.

**H0d:** There is no significant association between satisfaction level and brand loyalty for Selected FMCG hair oil.

**H1d:** There is significant association between satisfaction level and brand loyalty for Selected FMCG hair oil.

Test Used: Non – Parametric Chi-square test of independence.

The level of significance of test is,  $\alpha = 0.05$ , i.e.  $\alpha = 5\%$ .

The SPSS output is given below.

Table 5.66: Chi-Square Tests – H7d

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.542a	10	.000
Likelihood Ratio	32.357	10	.000
Linear-by-Linear Association	2.364	1	.124
No of Valid Cases	1000		

- a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is .01.

**Decision:** From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis.

**Conclusion:** Hence it can be conclude that there is significant association between satisfaction level and brand loyalty for the selected tea of H.U.L. The significant association between two attributes indicates that, satisfaction with the product leads to the brand loyalty of the product.

### CONCLUSION:

The rural marketing strategy for the selected FMCG products in the selected areas of Tiruchirappalli District topic has been selected because of the reason that, the rural areas are the untapped market with high potential. The urban market is now stagnant, so for the growth of market share, company has to go rural. The study can be concluded from the collected data that, the literacy rate is high in selected areas of Tiruchirappalli District, 95% rural respondents have awareness about FMCG brand, majority of the rural respondents are satisfied with the selected FMCG products.

The rural people are mainly price conscious but not so brand loyal, so they may switch to other brand in case, other brand offer them comparative quality product with low price, they do not consider the fragrance and taste as important factor while making purchase decision. As well there is very low effect of brand ambassador on their buying behaviour but advertisement definitely helps them to increase their product knowledge and which helps them to differentiate between branded products and spurious products.

Overall it can be concluded that, among five selected product categories except hair oil, the performance of FMCG products are excellent, in case of hair oil it has less market share and awareness. So company should focus on this point and make the future strategy. With reference to other selected products FMCG needs to change their strategies time to time to maintain satisfied customers and good position as per the trends in the market.

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