



AWARENESS OF BRAND AND INCREASING CUSTOMER'S DEMAND FOR FMCG PRODUCTS IN RURAL MARKET OF DEVBHUMI DWARKA DISTRICT (GUJARAT)

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ABSTRACT

The purpose of this study is to test the brand awareness in the rural areas and to study the interest of consumers in the branded products of Fast Moving Consumer Goods (FMCG). Brand awareness is showing a growing trend everywhere and Devbhumi Dwarka in the state of Gujarat is no exception. To examine the validity of this general statement that is discussed day and day by Researchers, Market managers, Manufacturers, Consumers, Advertisers, etc., Research paper on brand awareness has been taken in the rural area of Fast Moving Consumer Goods in Devbhumi Dwarka region of Gujarat.

KEYWORDS Brand Awareness, Rural Area, Consumer Goods

INTRODUCTION

The term FMCG refers to those retail goods that usually vary or are fully used within days, weeks or months, and within a year. This contrasts with larger appliances such as durable goods or kitchen appliances, which usually change over the years. FMCG's life is short as a result of consumer demand or the product deteriorates rapidly. Some FMCGs - such as meats, fruits and vegetables, dairy products and baked goods - are highly perishable. Other goods such as alcohol, toilets, prepackaged foods, soft drinks and cleaning products have higher turnover rates. An excellent example is a newspaper - every day's newspaper has different content, which makes one useless after a day, requiring new purchases every day. A large portion of each household's monthly budget is reserved for FMCG products. 1- Not accustomed to buying branded FMCG products such as shampoo, nut powder, oil detergent, cleaning powder. Liquid, Toothpaste, etc. in a Rural Shop. This changes the way you buy from traditional products to branded products.

TYPES OF BRAND AWARENESS

Assisted Awareness- This type of awareness is generated in the consumer. When asked about a product category, it is classified as aided awareness if the consumer is assisted with a list of company names and identifies the company from a given set.

Top of Mind Awareness- When a company name is automatically recalled because consumers very quickly associate the brand with the product category; it is called top of mind awareness of the product.

Customer Choice

The basic foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values that are outside the realm of economics to determine. They undoubtedly depend on culture, education and personal interests among a plethora of other factors.

REVIEW OF LITRATURE

Ben - Akiva et al. (1999) define choice as “comparative judgments between entities”. “Additional reasons (promotions other than others)” why consumers may buy other brands, despite stated brand preference include the desire to learn more about and try different brands in the category; variety seeking and changes in the changing need or situation; new products or changes in available alternatives. Due to improvements to existing products.

Chen (2001) expressed a different view regarding awareness that it is a necessary asset but not sufficient to build strong brand equity.

Venela (2009) has attempted to examine various factors affecting the purchasing decision in India rural marketplace .He concluded that most of the rural consumers are influenced by quality, features and brand image of two wheelers.

In a study conducted by **Sarwede (2002)**, it has been observed that the price is the factor, which influences the purchasing decision as against the quality of the product. it is very interesting to find out that the company image and brand image were not totally considered by the households.

OBJECTIVE OF THE STUDY

- o To study the attributes of brand preference
- o To study the impact of media on brand awareness and preferences.
- o To examine the rural consumers' awareness and brand preference towards FMCG
- o Products
- o To study consumer perception of rural areas towards FMCG products

PRINCIPLE OF STUDY

The main objective of the study is to test the following hypothesis.

- * There is a significant difference between male and female attitudes towards brands
- * There is a significant difference in the attitude of different age groups towards Brands
- * There is a significant difference in the attitude of different educational qualifications Towards the brand
- * There are significant differences in income group attitudes towards the brand.
- * There is a significant difference in male and female attitudes towards brand Awareness through media

LIMITATION OF THE STUDY

- A. Researcher has been covered on research work of Only 7 villages of Devbhumi Dwarka
- B. Public cannot give (share) all personal information.
- C. Taking interviews of rural female is tough as they belongs to conservative culture

OPPORTUNITIES

- Untapped rural market, changing life style
- Rising income levels, i.e. increase in purchasing power of consumers
- High consumer goods spending
- Lower price and smaller packs are also likely to drive potential up trading for major FMCG products

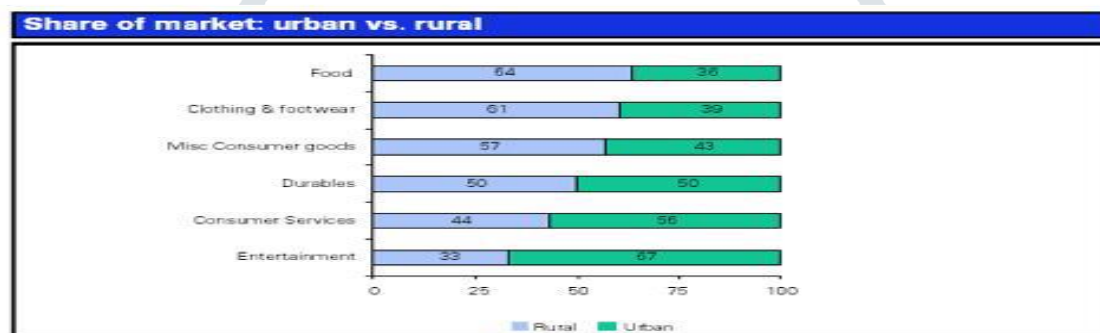
RESPONDENTS (DEMOGRAPHIC PROFILE)

| DETAILS | FREQUENCY |
|-------------------------|-----------|
| Male Below 35 | 33 |
| Female Below 35 | 19 |
| Male Above 35 | 16 |
| Female Above 35 | 6 |
| Children's Below 18 | 11 |
| Professionals | 18 |
| Illiterates | 26 |
| Type Of Product Prefers | 20 |

| | |
|------------------------------------|----|
| Product Knowledge | 11 |
| Reason Not To Use Specific Product | 6 |
| Quality Choosers | 33 |

RESEARCH METHODOLOGY

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well framed and structured questionnaire to elicit the well considered opinions and respondents. The study is confined to 7 villages of Devbhumi Dwarka Districts, The district are basically a rural oriented region and about 65% population are living in villages. Devbhumi Dwarka chosen to survey the comparison of Rural and Urban consumer Behavior, their age groups classifying them on the basis of literacy with the help of structured and unstructured interviews and discussions.



Source: NSSO 5th round; KPMG Analysis

ANALYSIS

a. Rural income generation – Even if rural consumers do have the aggregate monthly income to purchase branded products, they tend not to have sufficient cash at one point of time to in fact make the buy of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into the purchasable range. There is no significant difference on income group attitude towards brand, thus we can conclude that income does not affect the attitude towards brand.

b. In this survey It has also been identified that on brand selection there is no any specifications on age, gender or academic qualification. As in Rural Areas people are now well versed with the communication they have TV in all houses, also in last 10 years small retail shops or kirana stores also established in minimum small places of Gujarat.

c. In this survey we have also identify that now people of the rural areas and now becoming educated and developing their lifestyle as in easy mode, This study may provide the useful information in the direction of designing the clutter breaking sales promotion schemes, also the importance of nature and behaviour of rural area came out in this research.

d. In this survey it has been observed on the basis of consumer's feedback that Electronic media has played an important role to roll out the awareness of the FMCG products in rural areas, it becomes a status to use the branded product for them.

THE FUTURE WORK (SCOPE)

This research has considered FMCG products to measure the status of Brand in rural market and increasing customer preference, this type of research can be performed to non FMCG products also This research has taken limited numbers of demographic variables as independent variable -therefore considering more demographic variables. Further the research can be conducted at the national level, Brand equity, price, Easy availability, Family linking, advertisement, variety and credit attributes have been taken as variable for the measurement of brand perception in the study. Adding more variables to this future study can be conducted.

CONCLUSION

The brand awareness in rural areas is increasing. Most people both from illiterate and literate groups prefer branded products with belief that quality is assured as the manufacturers are from the reputed companies e.g. Colgate toothpaste, Dove Soap, etc. People are not much worried about the price of the product. They are performance enthusiasts for using branded products, they value their position as well as in their village. The change in the trend of spending more on high priced branded products among the higher income class in rural areas clearly indicates that there is ample scope for such products to capture the markets in these areas by increasing the supply of these items. Marketing agencies are advised to conduct healthy awareness programs by educating people about the need to use health care products to prevent tooth decay, hair loss, dry skin etc.

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