

An Assessment on the Outlook of Consumers Towards Rural Marketing of Fast - Moving Consumer Goods in Kozhikode District, Kerala

Deon Bablu Thomas¹, Dr. S. Tamilarasi²

¹Full Time Research Scholar, Department of Commerce, CSH. SRMIST

²Associate Professor & HOD, Department of Commerce, CSH. SRMIST

Abstract

Around the world, four billion individual's lives in destitution and promoting firms are still battling to turn them into clients. For the past decade, commerce visionaries have contended that these individuals, named the "Base of the Pyramid", make up a gigantic, undiscovered showcase. A few of the world's greatest, savviest enterprises have pointed to address their essential needs — by offering them everything from clean water to power and from FMCG to shopper durables. "Improving the lives of billions of individuals at the foot of the financial pyramid could be a respectable endeavor. It can moreover be a profitable one. Quick pace of innovation progressed each circle of social, financial, political social life, deliver, decrease costs, disperse, and anticipate higher benefits. The center is on tapping the provincial markets. Urban markets have immersed lied to see rustic markets. This paper is an endeavor to make a look on the rurak marketing of Fast Moving Consumer Goods in Rural Kerala.

Keywords: Consumer Packaged Merchandise – Indian FMCG Market – Factors influencing purchase decision of FMCG

1. INTRODUCTION

Predominantly, marketing activities are the process in which goods and services are transferring from seller to the buyer. In fact, marketing is the important system in the economy to facilitate transfer of goods and services. Marketing is the process by which customers inquire about the products and services sold by a business firm regarding its quality, price, durability and so on.. It thinks about advertising and shopper behaviour, and organizes the business management of companies to attract, gain, and retains customers by meeting the needs and requirements of customers and enhances brand credibility.

In India, the rural showcase is not an isolated object alone and it is greatly affected by the sociology based and attitudinal dimensions existing within the nation. In India, the rural inhabitants are estimated at 627 million, it is accurately 74.3 per cent of the total inhabitants in the country. According to the concept,

primitive promotion in the form of rural marketing is not entirely different from urban marketing. The marketing executive should make the same planning, but rural marketing is unexpectedly differed. It is evident that showcasing is not differed but market has different parties includes buyer and seller.

In rustic showcasing, a firm should experience showcasing endeavours to fulfill rustic sections, which outstandingly contrast from urban sections in a few viewpoints. The provincial showcase activities in Indian economy continued to play a definite task in the life of the persons. In India, many metropolitan areas were properly connected with all local and mechanical cities along with rural markets. Advertising in the rural parts helps to earn more revenue because in many occasions, the most shoppers are dwelling in several rural destinations. Rural consumers seek better products for the price sacrificed.

The notion that rural promotion is the oldest incentive in India continues to

shape uncertainty within the minds of individuals who think it is almost an important product promotion. However, the rural advertising and promotion determines the bringing of merchandise from the urban sections to the rural place of the nation and the display of different goods made by non-agricultural experts to the aristocratic urban parts.

REVIEW OF LITERATURE

Tarun Narayan (2006) in his article had pointed out that for making the FMCG sector turnarounds a maintainable slant, a company's got to restore operational efficiency, restructuring promoting, re-inventing dissemination. He says that it's time to redo the existing frameworks in supply chain and operation. The customer isn't being esteem cognizant all the time. The shopper is able to distinguish brands that are simply advertising an essential benefit and brands that are advertising a specific esteem that the shopper is looking for.

Bloemer and Kasper (1995) expressed that brand devotion infers a profound- seated commitment to brands and there's a sharp refinement between rehash buys and actual brand devotion. They declared that rehash buy behaviour is the real repurchase behaviour of a product though devotion incorporates predecessors or a reason or truth happening some time recently the behaviour.

Mishra, et al. (2012) examined under the title of "Perceived advantage investigation of sales promotion: a case of shopper durables". The study explored that the key measures like they consider, understand the advantages they originate from diverse types of contract endorsement schemes on solid merchandise and create a system in which substantial relationships emerge. The study is relied on a field study carried out in India based on thinking. The findings are seen as essential reasons for the use of development projects in various components such as Reserve Facility, high product quality, utility benefits and value classification as well as research facility

categorized as entertainment, hedonic benefits.

STATEMENT OF THE PROBLEM

The present study has been undertaken to identify the consumers impression towards the rural marketing of FMCG in Kozhikode district. Based on these settings, the research work is an endeavored to detect suitable response for the queries such as Socio-economic background of the consumers, influencing factors that persuade the consumers to make purchase decisions, consumer's perceptions towards FMCG products, problems faced by the rural consumers and suggestions for the improvement of FMCG products in rural markets

OBJECTIVES OF THE STUDY

The research is conducted with the specific objectives

- To understand the socio-economic profile of the consumers,
- To recognize the factors influencing the rural consumers for opting FMCG goods,
- To examine the perceptions of rural consumers towards the fast moving consumer goods,
- To offer findings and suggestions for the improvement of rural marketing of fast moving consumer goods

2. METHODOLOGY

The current study is constructed on the basis of essential (primary) as well as auxiliary (secondary) data. A well-structural schedule was arranged to gather the essential information. Convenient sampling technique strategy has been received for collection of essential information. The specified essential information has been collected from the chosen 200 consumers. Auxiliary information can be collected from articles, books, journals etc. Such collected

information has been examined with the assistance of statistical techniques

H0: There is no association between perception of consumers and their gender.

Table 1 Variance Table showing Gender

Gender	N	%	Sum	Mean	Std. Deviation	Minimum	Maximum	Range	Variance
Male	104	52.00	4067.00	39.11	11.62	12	59	47	134.99
Female	96	48.00	4311.00	44.91	7.62	18	60	42	58.09
Total	200	100.00	8378.00	41.89	10.30	12	60	48	106.04

Table 2 Anova Table showing Gender

Gender	Sum of Squares	df	Mean Square	F	Table Value	Results
Between Groups	1679.587	1	1679.587	17.123	3.889	Significant
Within Groups	19421.993	198	98.091			
Total	21101.580	199				

There is significant association between perception of consumers and their Gender

To study the relationship between perception of consumers and their gender, ANOVA is opted for the study. It is identified that the computed value is 17.123 that is in excess of table value

3.889. Since, computed value is in excess of table value. However, null hypothesis stating there is no significant association between perception of consumers and their gender cannot be accepted. So it is clear that the perception of consumers has got influence on the basis their gender.

Table 3. Variance Table showing Educational Qualification

Education qualification	N	%	Sum	Mean	Std. Deviation	Minimum	Maximum	Range	Variance
Illiterate	7	3.50	282.00	40.29	12.98	12	50	38	168.57
School level	99	49.50	4210.00	42.53	8.73	12	56	44	76.21
College level	63	31.50	2623.00	41.63	10.67	12	59	47	113.75

Professional	31	15.50	1263.00	40.74	13.50	12	60	48	182.20
Total	200	100.00	8378.00	41.89	10.30	12	60	48	106.04

H0: There is no association between perception of consumers and their Educational qualification

Table 4 Anova Table showing Educational Qualification

Educational qualification	Sum of Squares	df	Mean Square	F	Table Value	Results
Between Groups	102.926	3	34.309	0.320	2.651	Not Significant
Within Groups	20998.654	196	107.136			
Total	21101.580	199				

There is no relationship between perception of consumers and their Educational Qualificaton

To know whether there is relationship between perception of consumers and their educational qualification, ANOVA is being used. It is identified that the computed value is 0.320 which is below the table value 2.651. It

directs to accept null hypothesis proposed in the study. Therefore, there is no significant association between perception of consumers and their educational qualification. Thus the conclusion reached is that the level of educational qualification of the respondents has no impact on their perception regarding the products.

Table 5 Variance Table showing Occupation

Occupation	N	%	Sum	Mean	Std. Deviation	Minimum	Maximum	Range	Variance
Business	23	11.50	944.00	41.04	12.25	12	54	42	150.13
Agriculture	73	36.50	3124.00	42.79	8.88	12	58	46	78.89
Employee	66	33.00	2760.00	41.82	10.59	12	59	47	112.24
Professional	16	8.00	657.00	41.06	12.12	12	60	48	146.86
Others	22	11.00	893.00	40.59	10.90	12	51	39	118.82
Total	200	100.00	8378.00	41.89	10.30	12	60	48	106.04

H0: There is no association between perception of consumers and their Occupation

Table 6 Anova Table showing Occupation

Occupation	Sum of Squares	df	Mean Square	F	Table Value	Results
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Between Groups	124.632	4	31.158	0.290	2.418	Not Significant
Within Groups	20976.948	195	107.574			
Total	21101.580	199				

There is no relationship between perception of consumers and their Occupation

To know whether there is relationship between perception of consumers and their occupation, ANOVA is being used. It is identified that the computed value is lower to the table value

of 2.418. It favoured to accept null hypothesis. Therefore, there is no significant association between perception of consumers and their occupation. Thus occupations of the respondents are not an influencing factor in consumer's perceptions.

Table 7 Variance Table showing Annual Income

Annual Income	N	%	Sum	Mean	Std. Deviation	Minimum	Maximum	Range	Variance
Up to Rs.50,000	73	36.50	2887.00	39.55	11.96	12	54	42	143.03
Rs.50,000 – 1,00,000	94	47.00	4071.00	43.31	9.32	12	60	48	86.90
Rs.1,00,000 – 1,50,000	23	11.50	1002.00	43.57	6.20	27	51	24	38.44
More than Rs.1,50,000	10	5.00	418.00	41.80	11.65	12	56	44	135.73
Total	200	100.00	8378.00	41.89	10.30	12	60	48	106.04

H0: There is no association between perception of consumers and their annual income

Table 8 Anova Table showing Annual Income

Annual Income	Sum of Squares	df	Mean Square	F	Table Value	Results
Between Groups	954.192	3	318.064	3.094	2.651	Significant
Within Groups	20147.388	196	102.793			
Total	21101.580	199				

There is significant association between perception of consumers and their Annual Income

To study the relationship between perception of consumers and their annual

income, ANOVA is adopted as tool. It is identified that the calculated value is 3.094 which is in the top of the table value 2.651. Hence, it understands that computed value is in excess of table value; it is not

supporting for accepting null hypothesis. It can be sure that the

SUGGESTIONS

Based on the above findings the concrete and fractional suggestions are recommended to improve the rural marketing of FMCG products. The first thing keeping in mind is the thorough knowledge of the socio – economic profile of the consumers in the rural areas and performs the marketing strategies on the basis of that. Companies must progress the quality of their individual brand whether the neighbourhood brand or built up brand to survive within the rural region. Companies ought to plan special advertising campaign focusing on for the rustic buyers which rural shoppers easily understand and persuade. Companies ought to dispatch low cost FMCG items in rural areas. Those companies focusing on in rural range must train the businessperson with respect to the different traits and utilization of the specific brand of items Companies ought to plan uncommon limited time plans which straightforwardly come to the end client within the rural areas. The marketer ought to attempt to try the distinctive marketing mix strategies which is able increment the adequacy of the particular brand. While making pricing decisions purchasing power and living conditions of the consumer must take into account Proper supply chain management must needed to supply goods .Amount rebates or exchange in stipend ought to be advertised to clients for making bulk buys (exclusively or gather) of the items of the company.. Companies ought to plan a item blend which comprises of diverse extend of products fulfilling shifted needs of the customers additionally by fulfilling the constraints bounded by their socio financial living conditions. Producers of existing items can make utilize of their salesman to assist and actuate the buyers to purchase the items regularly. Producers ought to grant significance for the

perceptions of respondents have strong relation with their annual income.

attractive bundle and holder of the items without influencing the environment. The FMCG producers ought to attempt to form their items available to the consumers continuously without any deficiency in arrange to preserve and secure protect the brand loyalty of the buyers towards their items

3. CONCLUSION

The study with respect to the rural marketing of FMCG items in Kerala bestowed an experience to reverberate and redefine the term ‘marketing’ in general and ‘rural marketing’ in particular as marketing is not only basic errand but also a continuous process. This study encompasses the evaluation of consumers’ expectations / needs and adaptation of appropriate marketing techniques. The Marketing of FMCGs is to be conducted in best ways to convince customers towards consumption of FMGCs. In case of rural marketing the exercises are more complicated since the concept of rural marketing has wide views and suggestions. This research work would be a strong base to conduct further researches on the related topics as the research is a continuous process to progress forever. Once for all it is concluded that ‘research and development’ can be redefined and reverberated as ‘research for development’.

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