

The Intricacies of Rural Marketing leading to Branding of Fast Moving Consumer Goods in Rural India: A study of Consumer behavior in Tumkur Rural District, Karnataka

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Abstract:

Research Background:

The Tumkur district rural market has great potentials for branded fast moving consumer goods. Rural consumers too need the quality-oriented products. While entering into this rural market, marketers need to study the consumer behavior, Existing brands, fast moving consumer goods market growth, Impact of Advertisements & sales promotions programs and Intricacies already faced in such markets.

Aims of the Study:

The aim of this study is to examine the awareness of various brands in Fast moving consumer goods, Intricacies of Tumkur rural market, consumer behaviour patterns and Impact of advertisements on brand awareness and brand building carried out in all the 10 taluks of Tumkur district, Karnataka India.

Keywords: *Brand awareness, consumer behaviour, Fast moving consumer goods, Intricacies, Rural market*

Research Methodology:

*The methodology of the study is mainly based on primary data collected through a well-framed and structured questionnaire with five-point Likert scale to elicit the well-considered opinions of the respondents. The study is confined to 10 Taluks namely Tumkur, Chikkanayakana Halli, Gubbi, Koratagere, Kunigal, Madhugiri, Pavagada, Sira, Tiptur and Turuvekere of Tumkur district Karnataka, India. The 300 respondents like **student, businessman and employee** are used by market survey adopting non random based convenience sampling technique for a period of 3 years from July 2012 to June 2015. The information gathered through the questionnaires were analyzed with the help of recommend statistical technique namely Chi square and one way ANOVA.*

Results and Findings:

It is found that consumers are aware of Major brands. It is also found that Impact of advertisement, Understanding consumer behaviour patterns and Impact of sales promotions on branded Fast moving consumer goods at Tumkur district are effective. Consumers responded towards actual intension of the study positively for Question no 1 to 19 and results are fruitful.

Conclusion:

The rural market in Tumkur district poses a variety of challenges including the dynamics of the rural markets and strategies to supply and satisfy the rural consumers. 3 hypotheses were tested in this study, null hypothesis is rejected and alternative hypothesis is accepted.

1. Introduction:

Fast Moving Consumer Goods (FMCG) satisfies the elemental day-to-day house hold needs other than grocery, ranging from packaged food stuff, dairy products, cooking oil, bread, butter, cereals, beverages like tea and coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computer digital cameras etc that are usually categorized as Fast Moving Consumer Electronics or FMCEs.

A major portion of the monthly budget of the each household is spent on FMCG products. The introduction of sachets made rural people who are traditionally not accustomed for bulk purchase to buy the branded FMCG products like Rs 1/- shampoo, nut powders, oil, detergents, cleaning powders and liquids, toothpaste in the rural shops. This changed the pattern of buying from traditional products to branded products.

Fast Moving Consumer Goods (FMCG) sector is a corner stone of the Indian economy. This sector touches every aspect of human life. After 1990s, the growth of FMCG started vigorously in urban area. Few years later the urban market was saturated as it contributes only around 30-40% of the market in India. Marketers were searching for alternative market for their products. They found the rural market is potential in India as it contributes around 60-70% of the market. However, convincing and entering into the rural market was risky and challenging, as they needed to adopt the strategies, which are suitable for the rural local market.

Due to large number of products are entered in FMCG category, **awareness on brand** and **creating brand name** were the two major issues that the marketers were very eagerly concentrated. Due to this, branding has started to play a vital role for their products in the rural market. There was huge competition between overseas and local brands to dominate the rural market. On the other hand, Indian government also took sufficient minimum measures to develop facilities like Roads, Hospitals, Schools and colleges, police stations and Recreations in the rural area. Due to this support to the marketers, it is become easy for them to work with the rural market than earlier. Mainly the mentality of the rural consumer has been changed in the recent years towards branding. Quality has also impressed and encouraged several overseas & Indian companies to enter in to the FMCG rural market.

Tumkur district was formed in 1966 under Nandidurga division; the district is having geographical area of 10648 square Kilometers. The total population in the district is 25, 84,711 (as per 2011 census report) out of which rural population itself constitutes 20, 77,509. The sex ratio in the district is 967 females for every 1000 males.

The mentality of consumers towards branded fast moving consumer goods varies in different taluks of Tumkur district, as few are very developed, few are developed and few are under developed. To get clear picture a complete study has been conducted in all taluks of Tumkur district.

2. Review of Literature:

Mr. Keshav Sharma, Mr. Deepak R Gupta and Mr. Parikshat Singh Manhas (2003) says that the Rural customer is simple and Virgin, Culture, Traditions and Customs in high esteem has a great influence on their buying decisions. **Mr. Raghbir Singh and Pavleen kour (2004)** suggest that the marketer has to understand the role played by different family members in making purchase decision of various products. **Mr. Mr. S John Mino Raj and Dr P Selvaraj (2007)** say that Time, Money and Innovative ideas are needed to tap the rural market. **Dr Sadaf Siraj and Prof Pratina Sharma (2009)** suggest that effective distribution and focused marketing initiatives are essential factors in building positive image. **Dr S Shakthivel (2010)** says that The A-B-C-D paradigm enable marketers to understand integrate and apply the consumer behavior in the rural market. **Ms. Poonam Talwar, Ms Sunita Sangwan and Mr. Kuldeep Sharma (July-Dec 2011)** suggests that various ways to increase the penetration in the rural market like adding outlets like big bazaar and Subhiksha. **Mrs. Anupama Jain and Mrs. Menakshi Sharma (2012)** suggest conducting the healthy awareness programs to arrest tooth decay, hair fall, dry skin etc. **Dr. Girish Taneja, Mr. Rajan Girdhar and Mr. Neeraj Gupta (2012)** suggest local manufacturing, producing Indianised variants of their products, use of local celebrities as brand ambassadors and launching value for money products. **Ms Sneha Ghal (2012)** says Religion, Region and festivals will play an important role. **Mr. Amol Murgai (2012)** suggests that SWOT analysis and in depth study of weekly market is required to understand and serve the rural customers. **Mr. P D Shinde (2013)** says that Marketers need to adopt new technologies to suit the local environment marketing.

Issues Addressed in the Present Work:

Intricacies of rural market, General awareness of the respondents towards major FMCG brands like HUL and ITC were discussed in this study. This study mainly focused on Consumer behaviour patterns of various categories like Student, Businessman and Employee by using FMCG branded products are studied in all the taluks of the Tumkur district.

3. Objectives of this Research Paper:

The prime objectives of the study are:

- To identify the Intricacies of rural market leading to branding of FMCG
- To study the impact of Advertisements to Brand Awareness and Brand building in FMCG Rural market
- To Study the consumer behaviour pattern for the effective purchase of branded FMCG in rural market
- To Study the sales promotion effectiveness in purchasing branded FMCG in the rural market
- To Study the awareness and understand the problems of FMCG consumers

4. Hypothesis of the Study:

H01: There will be no Impact of advertisements to Brand awareness & Brand building in FMCG rural market

H02: There will be no effect of consumer behavior pattern to purchase the branded FMCG in rural market

H03: There will be no effectiveness of sales Promotions towards purchase of branded FMCG in the rural market.

5. Scope of the Study:

It is aimed to study the FMCG Rural market and behaviour of the consumer. The study is targeted to analyze the impact of branding in FMCG on the consumers in buying the FMCG. It includes the detailed study of consumers focusing on the various parameters that lead to identifying and understanding the perception of the consumer to branded FMCG in Rural market.

The study mainly concentrated on consumer behaviour towards FMCG in Tumkur district rural areas, which can represent the whole scenario of the rural marketing for FMCG.

6. Research Methodology:

The methodology of the study is based on the primary and secondary data. The study mainly depends on primary data collected through a well-framed and structured questionnaire with five-point Likert scale to elicit the well-considered opinions of the respondents. The study is confined to 10 taluks namely Tumkur, Chikkanayakana Halli, Gubbi, Koratagere, Kunigal, Madhugiri, Pavagada, Sira, Tiptur and Turuvekere of Tumkur district Karnataka, India. The 300 respondents like student, businessman and employee are used by market survey adopting non random based convenience sampling technique for a period of 3 years from July 2012 to June 2015.

The information gathered through the questionnaires were analyzed with the help of recommend statistical technique namely Chi square and one way ANOVA.

7. Limitations of the Study:

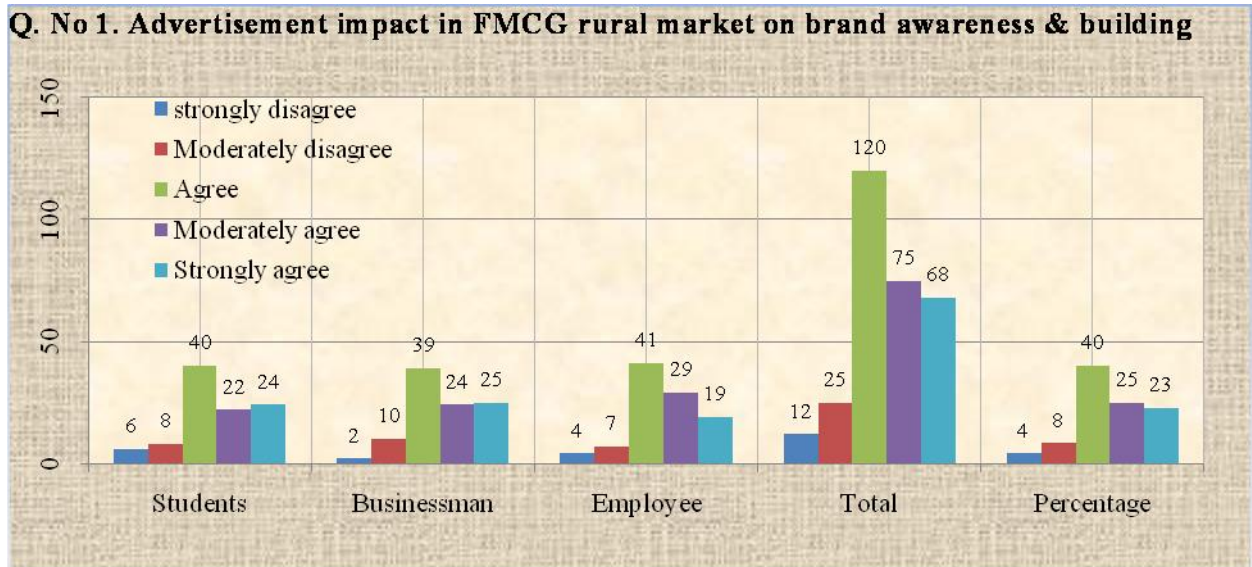
Three limitations have been identified in this study. First, the study is limited to the geographical rural region of 10 taluks of Tumkur District only. Second, the research includes a sample size of 300 customers, which is not enough to determine the brand perception of the consumers for buying the FMCG products. Third a strong unwillingness on the part of the various rural consumers to participate and aid the research.

8. Findings and Interpretations :

Q. No 1. Advertisement impact in FMCG rural market on brand awareness & building

Q. /TABLE NO 1	Students	Businessman	Employee	Total	Percentage
Strongly disagree	6	2	4	12	4
Moderately disagree	8	10	7	25	8
Agree	40	39	41	120	40
Moderately agree	22	24	29	75	25
Strongly agree	24	25	19	68	23
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.



Interpretation: The table shows that majority (40%) of the respondents agreed that Advertisement will impact in FMCG rural market on brand awareness & building.

Hypothesis Testing 1: One Way Anova Method:

Q. no: 01 Advertisement impact in FMCG rural market on brand awareness & building.

Hypothesis H0: There will be no Impact of advertisements to Brand awareness & Brand building in FMCG rural market.

Sl. No	Students	Businessman	Employee	Total resp.	A ²	B ²	C ²
1	6	2	4	12	36	4	16
2	8	10	7	25	64	100	49
3	40	39	41	120	1600	1521	1681
4	22	24	29	75	484	576	841
5	24	25	19	68	576	625	361
Total	100	100	100	300	2760	2826	2948

$n = 5, k = 5, N = 300,$

$T = 100 + 100 + 100 = 300,$

Correction factor = $cf = \frac{T^2}{N} = \frac{(300)^2}{300} = 300$

SST (Sum of squares of total) = $2760 + 2826 + 2948 = 8534$

SSB (Sum of squares of B/w) = $\frac{(\sum A)^2}{n1} + \frac{(\sum B)^2}{n2} + \frac{(\sum C)^2}{n3} = \frac{(100)^2}{5} + \frac{(100)^2}{5} + \frac{(100)^2}{5} = 6000$

SSW (Sum of squares of within) = $SST - SSB = 8534 - 6000 = 2534$

One Way Anova Table

Sources of Variance	Sum of Squares	Degrees of freedom	Mean of Square	F Test
Between groups	SSB =6000	k-1=5-1=4	MSB= $\frac{6000}{4}$ = 1500	$F = \frac{MSB}{MSW}$
Within groups	SSW=2534	N-K =300-5 = 295	MSW= $\frac{2534}{295}$ = 8.58	$F = \frac{1500}{8.58}$
	SST = 8534	N-1 =299		F = 174.82

Degrees of freedom = (k-1) & (N-k) = 4 & 295 = 2.37, Fobs = 174.82 > 2.37

Interpretation: The above indicate the Fobs value is 174.82, which are greater than 2.37. Hence, the null hypothesis is rejected and we may conclude that there will be Impact of advertisements to Brand awareness & Brand building in FMCG rural market

Hypothesis Testing 2: Chi Square Method:

Observed Values (Oi)	Expected Values (Ei)	(Oi-Ei)	(Oi - Ei) ²	$\frac{Oi - Ei}{Ei}$
12	60	-48	2304	38.4
25	60	-35	1225	20.42
120	60	60	3600	60
75	60	15	225	3.75
68	60	8	64	1.07
300	300			123.63

$x^2 \text{ obs} = \sum \frac{(Oi-Ei)^2}{Ei} x^2 = 123.63$, Degrees of freedom = x-1 = 5-1 = 4,

Table value of $x^2 @ \alpha 5\%$ with 4 d.f = 9.488 $x^2 \text{ obs} = 123.63 > 9.488$.

Interpretation: The above indicate the $x^2 \text{ obs}$ value is 123.63, which are greater than 9.488. Hence, the null hypothesis is rejected.

Q. no 2 Attention of consumers on FMCG brand advertisements.

Q. /Table No 2	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	4	3	11	4
Moderately disagree	30	24	24	78	26
Agree	48	41	53	142	47
Moderately agree	14	14	14	42	14
Strongly agree	4	17	6	27	9
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 115.96 > 2.37, Chi square 181.03 > 9.488, null hypothesis is rejected.

Q. no 3. Advertisements do not make the difference on consumer in purchase of FMCG brands

Q. /Table No 3	Students	Businessman	Employee	Total	Percentage
Strongly disagree	2	8	14	24	8
Moderately disagree	36	24	32	92	31
Agree	30	34	30	94	31
Moderately agree	22	25	16	63	21
Strongly agree	10	9	8	27	9
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire

Result one way ANOVA 256.37 > 2.37, Chi square 76.23 > 9.488, null hypothesis is rejected.

Q. No 4 FMCG rural advertisements provide clear information to consumers on FMCG brands.

Q. /Table No 4	Students	Businessman	Employee	Total	Percentage
Strongly disagree	12	13	10	35	12
Moderately disagree	14	20	26	60	20
Agree	36	36	38	110	37
Moderately agree	24	23	16	63	21
Strongly agree	14	8	10	32	11
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 306.87 > 2.37, Chi square 65.30 > 9.488, null hypothesis is rejected.

Q. no 5 Repeated rural FMCG advertisements will increase intension of consumers.

Q. /Table No 5	Students	Businessman	Employee	Total	Percentage
Strongly disagree	6	2	5	13	4
Moderately disagree	6	10	14	30	10
Agree	48	60	47	155	52
Moderately agree	20	12	17	49	16
Strongly agree	20	16	17	53	18
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA $103.19 > 2.37$, Chi square $205.07 > 9.488$, null hypothesis is rejected.

Conclusion on Hypothesis 1: null hypothesis is rejected in all the above 5 questions and we may conclude that there will be Impact of advertisements to Brand awareness & Brand building in FMCG rural market

Hypothesis 2: There will be no effect of consumer behavior pattern to purchase the branded FMCG in rural market

6. Rural consumers Buy only branded FMCG.

Q. /TABLE NO 6	Students	Businessman	Employee	Total	Percentage
Strongly disagree	12	2	9	23	8
Moderately disagree	24	22	17	63	21
Agree	28	60	37	125	42
Moderately agree	20	12	20	52	17
Strongly agree	16	4	17	37	12
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result: One way ANOVA $156.03 > 2.37$, Chi square $103.27 > 9.488$, null hypothesis is rejected.

7. Quality cannot be sacrificed for price at branded FMCG in rural market

Q. /Table No 7	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	6	1	11	4
Moderately disagree	24	18	36	78	26
Agree	54	51	35	140	47
Moderately agree	12	12	13	37	12
Strongly agree	6	13	15	34	11
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA $114.11 > 2.37$, Chi square $172.17 > 9.488$, null hypothesis is rejected

8 Rural consumers prefer to buy branded FMCG on cash than credit.

Q. /Table No 8	Students	Businessman	Employee	Total	Percentage
Strongly disagree	6	8	6	20	7
Moderately disagree	12	22	14	48	16
Agree	34	28	51	113	38
Moderately agree	24	23	19	66	22
Strongly agree	24	19	10	53	18
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 220.81 > 2.37, Chi square 77.30 > 9.488, null hypothesis is rejected

Q.9 Purchase of FMCG brand suit to consumer taste irrespective of cost in the rural market

Q. /Table No 9	Students	Businessman	Employee	Total	Percentage
Strongly disagree	6	8	6	20	7
Moderately disagree	12	22	14	48	16
Agree	34	28	51	113	38
Moderately agree	24	23	19	66	22
Strongly agree	24	19	10	53	18
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 184.53 > 2.37, Chi square 140.37 > 9.488, null hypothesis is rejected

Q.10.Branding creates good image and quality in minds of consumer for specific FMCG.

Q. /Table No 10	Students	Businessman	Employee	Total	Percentage
Strongly disagree	2	4	3	9	3
Moderately disagree	18	12	10	40	13
Agree	54	60	59	173	58
Moderately agree	18	12	24	54	18
Strongly agree	8	12	4	24	8
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 75.49 > 2.37, Chi square 285.03 > 9.488, null hypothesis is rejected

Q.11 Consumer pay attention to brand while purchase of FMCG

Q. /Table No 11	Students	Businessman	Employee	Total	Percentage
Strongly disagree	18	6	26	50	17
Moderately disagree	20	24	27	71	24
Agree	42	52	26	120	40
Moderately agree	12	14	13	39	13
Strongly agree	8	4	8	20	7
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 174.351 > 2.37, Chi square 97.70 > 9.488, null hypothesis is rejected.

Q.12 creating positive impact by FMCG will spread the positive message to new consumers by existing consumers through word of mouth very faster.

Q. /Table No 12	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	2	6	12	4
Moderately disagree	20	20	19	59	20
Agree	48	47	46	141	47
Moderately agree	20	21	14	55	18
Strongly agree	8	10	15	33	11
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire

Result one way ANOVA 135.24 > 2.37, Chi square 160.33 > 9.488, null hypothesis is rejected

Conclusion on Hypothesis 2: null hypothesis is rejected in all 7 questions and we may conclude that there is effect of consumer behavior pattern to purchase the branded FMCG in rural market

Hypothesis 3: There will be no effectiveness of sales Promotions towards purchase of branded FMCG in the rural market

Q.13 Sales promotion schemes make the branded FMCG favorite in the rural market

Q. /Table No 13	Students	Businessman	Employee	Total	Percentage
Strongly disagree	6	2	2	10	3
Moderately disagree	12	14	12	38	13
Agree	44	48	55	147	49
Moderately agree	26	20	20	66	22
Strongly agree	12	16	11	39	13
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result: one way ANOVA 116.75 > 2.37, Chi square 183.83 > 9.488, null hypothesis is rejected.

Q.14 Brands of Fast Moving Consumer Goods are personalities without considering sales promotion schemes in rural market.

Q. /Table No 14	Students	Businessman	Employee	Total	Percentage
Strongly disagree					
Moderately disagree					
Agree					
Moderately agree					
Strongly agree					
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result: one way ANOVA 139.33 > 2.37, Chi square 149.07 > 9.488, null hypothesis is rejected

Q.15 Good Fast Moving Consumer Goods will have more frequent sales promotions for growth of the brands in rural market

Q. /Table No 15	Students	Businessman	Employee	Total	Percentage
Strongly disagree	10	4	13	27	9
Moderately disagree	10	18	24	52	17
Agree	34	43	31	108	36
Moderately agree	34	16	21	71	24
Strongly agree	12	19	11	42	14
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 130.45 > 2.37, Chi square 163.97 > 9.488, null hypothesis is rejected

Q.16 Sales promotion schemes create brand image of FMCG to grow in the market

Q. /Table No 16	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	8	4	16	5
Moderately disagree	20	24	17	61	20
Agree	56	47	53	156	52
Moderately agree	12	10	22	44	15
Strongly agree	8	11	4	23	8
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 99.57 > 2.37, Chi square 212.97 > 9.488, null hypothesis is rejected.

Q.17 Free gift provided with FMCG does not have good quality in branded FMCG at rural market

Q. /Table No 17	Students	Businessman	Employee	Total	Percentage
Strongly disagree	8	2	8	18	6
Moderately disagree	20	12	16	48	16
Agree	34	54	43	131	44
Moderately agree	22	20	22	64	21
Strongly agree	16	12	11	39	13
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 161.38 > 2.37, Chi square 123.43 > 9.488, null hypothesis is rejected

Q.18 Rural consumer enjoy the cash discount / gift on frequent purchase of FMCG

Q. /Table No 18	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	2	6	12	4
Moderately disagree	20	20	19	59	20
Agree	48	47	46	141	47
Moderately agree	20	21	14	55	18
Strongly agree	8	10	15	33	11
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA 255.78 > 2.37, Chi square 65.03 > 9.488, null hypothesis is rejected.

Q.19 Brands of FMCG need to adopt suitable sales promotions in consideration of local Conditions and situations in rural market.

Q. /Table No 19	Students	Businessman	Employee	Total	Percentage
Strongly disagree	4	0	2	6	2
Moderately disagree	18	14	8	40	13
Agree	42	60	49	151	50
Moderately agree	20	16	26	62	21
Strongly agree	16	10	15	41	14
Total	100	100	100	300	100

Source: Primary Data collected and computed through questionnaire.

Result one way ANOVA $103.34 > 2.37$, Chi square $199.37 > 9.488$, null hypothesis is rejected

Conclusion on Hypothesis 3: null hypothesis is rejected in all 7 questions and we may conclude that *there is effectiveness of sales Promotions towards purchase of branded FMCG in the rural market.*

9. Conclusions:

Rural markets, as part of any economy, have untapped potential. There are several difficulties confronting to fully explore rural markets. The rural market in Tumkur District poses a variety of challenges including the dynamics of the rural markets and strategies to supply and satisfy the rural consumers. The study is conducted in all the 10 taluks of the Tumkur district.

3 hypothesis were tested in this study null hypothesis is rejected and the alternative hypothesis is accepted and concluded as,

- 1) There will be Impact of advertisements to Brand awareness & Brand building in FMCG rural market.
- 2) There is effect of consumer behavior pattern to purchase the branded FMCG in rural market and
- 3) There is effectiveness of sales Promotions towards purchase of branded FMCG in the rural market.

We can conclude that all the respondents are aware of the brands in FMCG especially the HUL and ITC, which are the top most brands.

Looking at the challenges and opportunities in the Tumkur District rural market, it can be said that the future is very promising for those marketers who understand the dynamics of the rural markets and exploit them to their best advantage. The marketers need to be very careful in execution of FMCG branded products while offering to the rural consumer taste and preference and adopt those local strategies, which can exactly match with the local market.

The Future Work:

Further the research can be conducted at the national level, brand equity, price, Easy availability, Family linking, weekly market (Mandis), categorized FMCG branded products and depth study of rural consumer behaviour, Advertise and its impact on all branded products and variety of sales promotional strategies and their impact on rural market.

10. Suggestion and Recommendations

- ✓ The companies should take maximum care while designing the advertisements, which in turn Impact on rural consumers with positive message and trust worthy supply of same products for creating Brand awareness & Brand building in FMCG rural market.
- ✓ It is very difficult to understand the rural consumers, more quantitative research should be conducted to know the present taste and buying pattern of rural consumer, so that consumer behavior pattern can be analyzed and changes can be made in the FMCG rural market.
- ✓ Sales promotion programs should be made keeping the long objectives of the company in mind. Short duration sales promotion strategies are not effective in the rural market for FMCG products.
- ✓ Rural market is potential but maximum care should be taken for analysis of market before entering the market and periodic surveys must be conducted to review the feedback of the consumers for the present products and upcoming products of the company.
- ✓ Purchasing power of the rural consumer is competitive and he is ready to buy the brand products irrespective of the price. More attention should be given for quality and durability of the products.
- ✓ It is found during the research, many of the businessmen (FMCG shop owners) observed that the quality of free gift provided to the consumer during purchase is good but the quantity is less when compared to the declaration made on the pockets. The FMCG companies need to address this issue very seriously to get the consumer faith on the products.
- ✓ Periodic research and consumer contact must be taken by the marketers to keep watching the changes in the rural market, to update and retain the loyal consumers.

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