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“MARKETING OF FMCG IN RURAL WITH RESPECT TO SHAMPOO PRODUCT IN NORTH GUJARAT”

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Introduction of FMCG

- Indian FMCG sector is the fourth largest sector in the economy with an estimated size of Rs.1, 300 billion. The sector has shown an average annual growth of about 11% per annum over the last decade. Unlike the developed markets, which are prominently dominated by few large players, India's FMCG market is highly fragmented and a considerable part of the market comprises of unorganized players selling unbranded and unpackaged products. There are approximately 12-13 million retail stores in India, out of which 9 million are FMCG kirana stores.
- India FMCG sectors' significant characteristics can be listed as strong MNC presence, well established distribution network, intense competition between the organized and unorganized players and low operational cost. Easy availability of important raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage.
- Products which have a swift turnover and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG items are those which generally get replaced within a year. Examples of FMCG commonly include a wide range of repeatedly purchased consumer products such as toiletries, soap, cosmetics, oral care products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products etc.

Meaning of Rural Marketing

- The Rural Marketing is the marketing strategies which are used by different companies for the promotion of its products. Rural marketing is more price sensitive but it has preference for quality. Rural marketing broadly is used to identify the rural customers, understand the customer, satisfy the customer and keep the customer to lead more sales of goods and services. During the first phase, pre-1960s rural marketing was identical with agricultural marketing. From 1960s to 1990s, the marketing of agriculture input and marketing of non-farm rural product was considered as rural marketing. Post 1990s due to rise in income various companies focused on tapping rural market potential. Now rural marketing refers to FMCG and consumer durable goods in rural area. Indian rural

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Marketing can be classified into different categories:-

- **Urban to Rural:** It refers to the selling of products and services by urban marketers in rural areas. These include: Pesticides, Tractors, FMCG Products, Consumer durables etc.
- **Rural to Urban:** It involves a rural producer (involved in agriculture) sells his products such as fruits, vegetables, grains, pulses, spices etc. in urban market through middlemen, agencies, government co-operatives

Literature Review

- Indian advertising is a billion dollar industry today, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan&Bajpai, 1996).
- The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005).
- The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets.
- The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is 'fragmentation' of viewership due to availability of variety of channel/programmed options.
- These programmes reach to nearly 90% population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena, 2005). Saxena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television.
- In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets.
- About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet&Kundu, 2007). Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural market by companies.
- Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young

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generation (Selvaraj, 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents.

- They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

Objectives

- To Check **Consumer Awareness for Shampoo Product** in Rural Area.
- To check the consumer **preferences regarding the features of shampoo** product for purchasing particular brand.
- To check the consumer **preferences regarding the promotional technique of shampoo** product for purchasing particular brand.
- To Check Consumer Preferences For **Media** As Source To Purchase Particular Brand Of Shampoo.

Hypothesis

HO1: The **gender of consumer and their use of particular brand** Included in study is Relevance.

HO2: **Age of consumers** and their **media preferences** towards specific Media is Relevance

HO3: The **family income** and the **promotional schemes** for shampoo is Relevance.

H04: The **occupation of consumer** and **agreeableness** for particular Message in advertisement For shampoo is Relevance.

Research Methodology

Research design: Research design is **Descriptive Research**

Data Collection Sources:

1. **Primary Data:**

- These data was collected through survey of consumers with the help of questionnaire.

2. **Secondary Data:**

- Information regarding the project, secondary data was also required. These data were collected from various past studies and other sources like RESEARCH PAPER, and websites which qualified as reliable.

Sampling plan:

Target population: Rural Customer of Mehsana District.

Sampling territory:

1. Vadu village.
2. Pansar village.

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3. Vadasma village.

Sample size:

Rural Consumers = 200

Date Research Instrument:

- Structured questionnaire

Analytical tools:

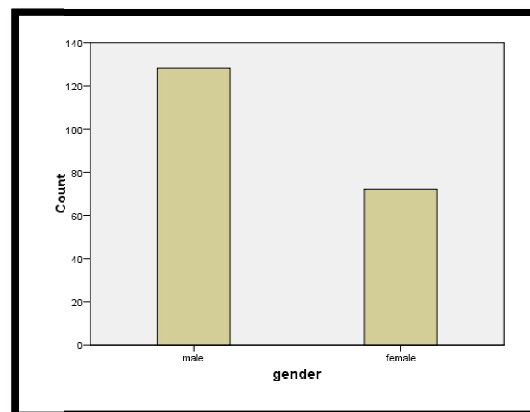
- Graphical presentation
- Hypothesis through one way Anova

Contribution of the study:

- The study reveals preference and awareness of shampoo product in rural and also the media preference criteria for the purchase of shampoo .it also gives insights into the preference towards the media message factor opinion for the customer.

Data Analysis and Interpretation

Q1: GENDER PROFILE



The Response was as follows:

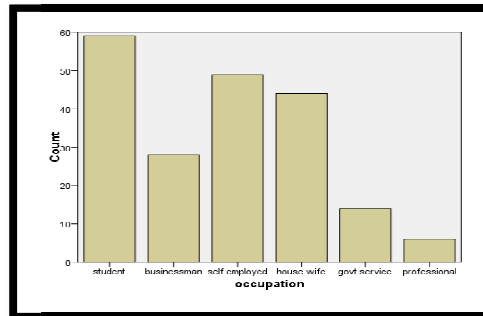
From the graph we can see the in rural aria there is maximum despondence from the male side in this study then female.

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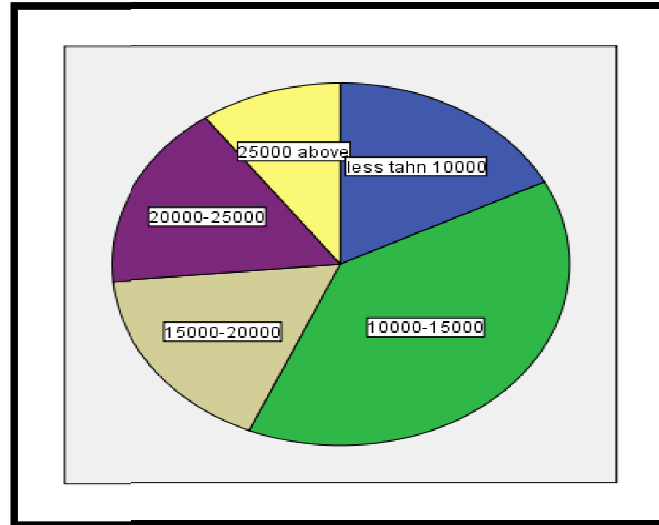
Q2: OCCUPATION OF CUSTOMER



The Response was as follows:

From the graph we can see that maximum response in this study from student than self employed than house wife business man and govt.service and at last from the professional side.

Q3: MONTHLY FAMILY INCOME OF CONSUMER



The Response was as follows:

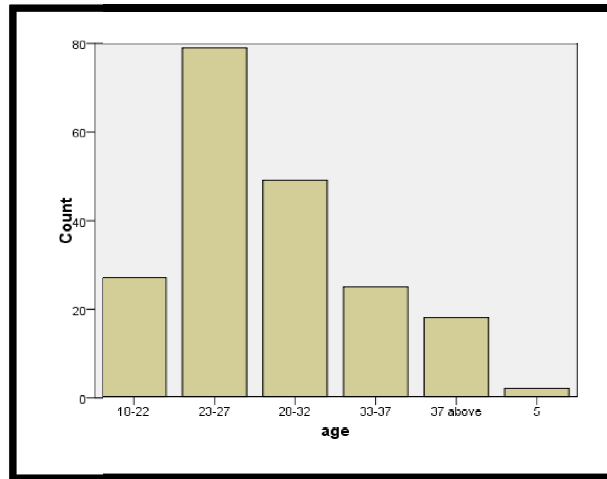
From the graph we can see that maximum response monthly income 10000-15000, and minimum monthly income 25000 above in the rural customer response.

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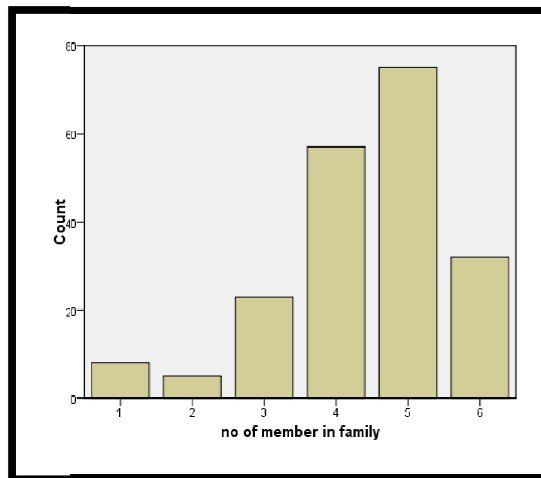
Q4: AGE OF CONSUMER



The Response was as follows:

From the graph we can see that maximum response age is in between 23-27, and minimum age is in between 37 above in the rural response

Q5: NO OF MEMBER IN FAMILY



The Response was as follows:

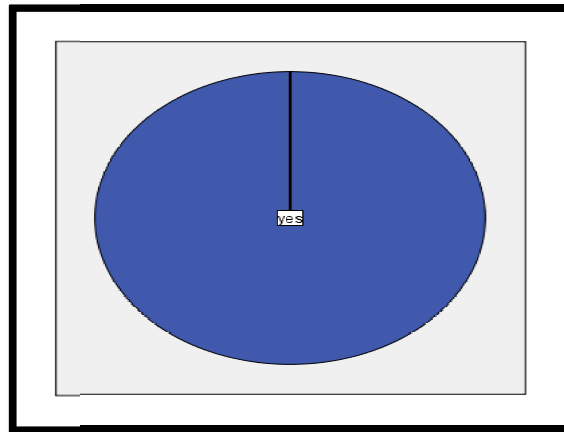
From the graph we can see that maximum response no of family member is 6 and minimum no of family member is 1 in the rural response

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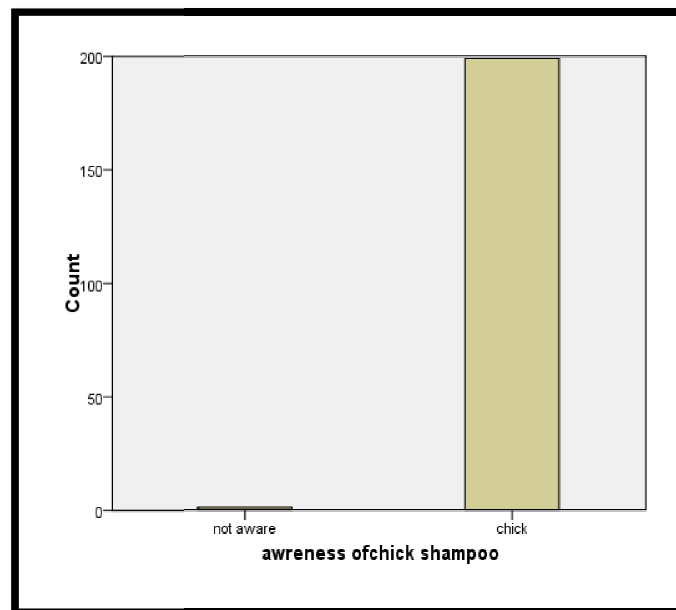
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Q6: USING OF SHAMPOO IN RURAL



The Response was as follows:

From the graph we can see that all rural respondents are using a particular brand of shampoo.

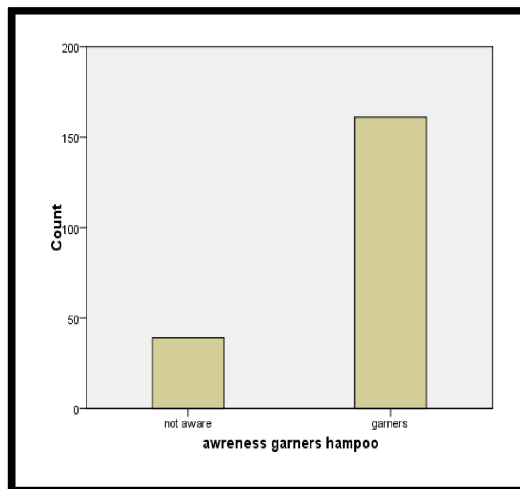
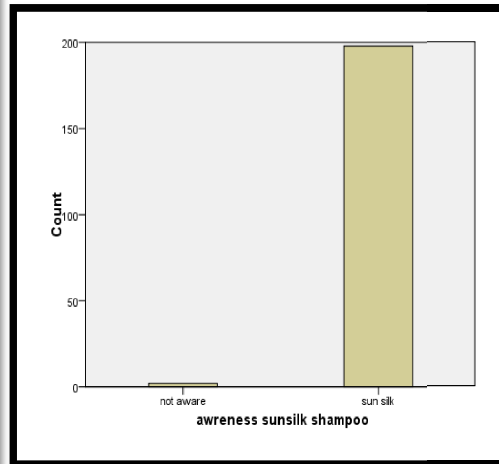
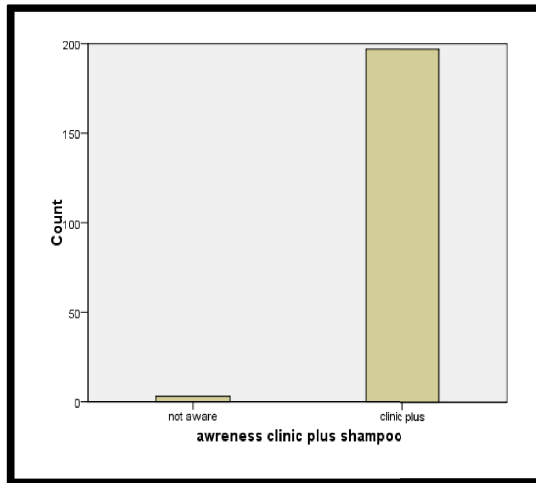


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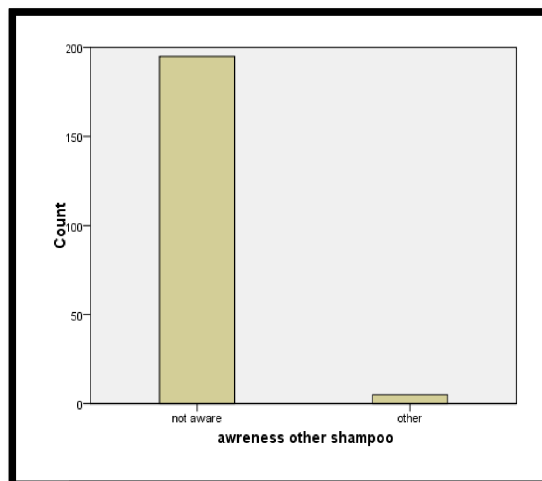
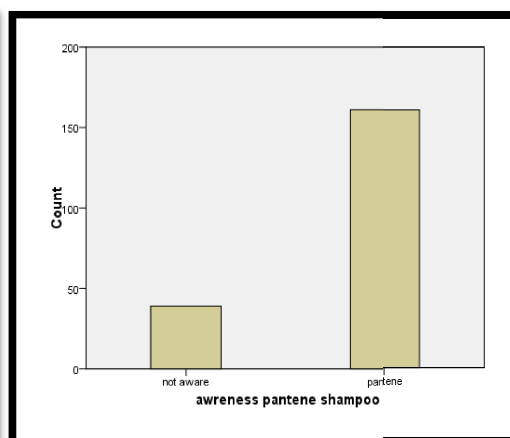
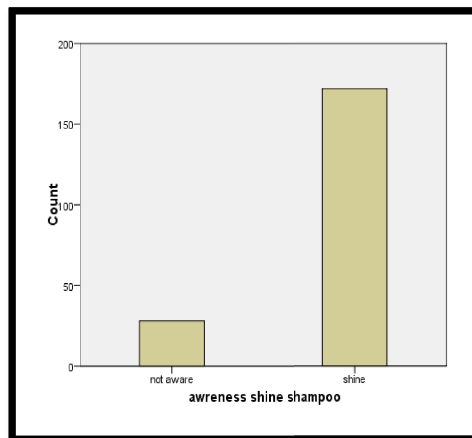
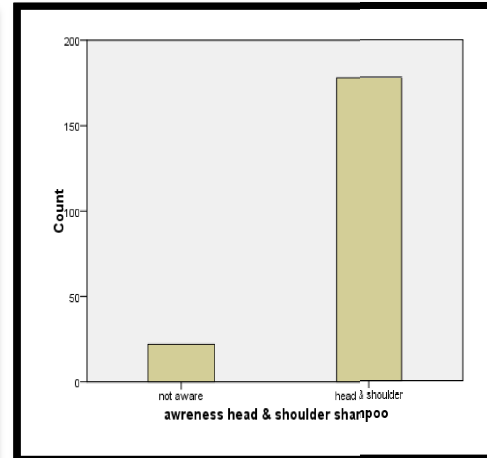
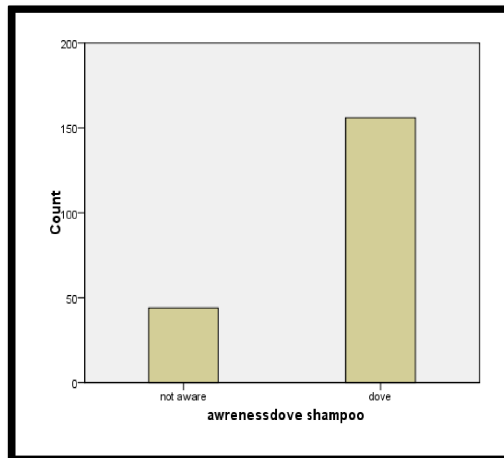
Q7: AWARENESS OF DIFFERENT BRAND OF SHAMPOO IN RURAL CONSUMER



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The Response was as follows:

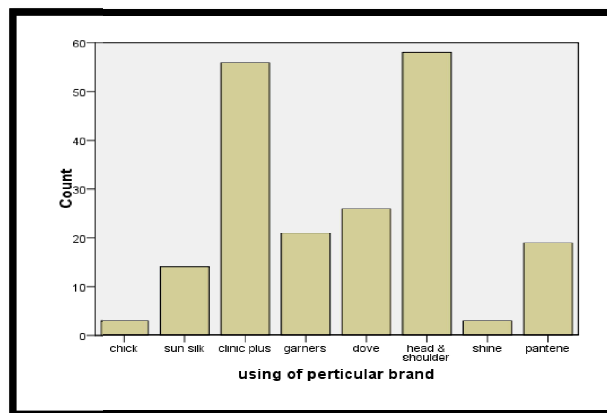
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From the above different graph we can say that all rural respondents are aware with chick, sun silk and clinic plus at maximum but dove and garner brand are minimum aware in rural and also other brand of shampoo.

Q8: USING OF PARTICULAR BRAND OF SHAMPOO IN RURAL CONSUMER



The Response was as follows:

From the graph we can say that in rural area maximum customer are using clinic plus and head & shoulder shampoo brand and minimum shine and chick brand of shampoo.

CHI-SQUARE TEST BETWEEN GENDER AND USING PARTICULAR BRAND OF SHAMPOO.

gender * using of particular brand Cross tabulation

		using of particular brand							
		chick	sun	clinic	garner	Dove	head & shoulder	Shine	panten
Gender	Male	2	9	35	15	22	38	2	5
	Femal	1	5	21	6	4	20	1	14
Total		3	14	56	21	26	58	3	19
		Total							
		128							
		72							
		200							

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Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.141 ^a	7	.017
Likelihood Ratio	17.306	7	.016
Linear-by-Linear Association	2.916	1	.088
N of Valid Cases	200		

a. 4 cells (25.0%) have expected count less than 5.
The minimum expected count is 1.08.

The Response was as follows:

H0 tested for following factors of gender for their relevancy with usage brand of shampoo.	sig.value / Result	Status of Relevancy
Pearson Chi-Square	0.017/ Rejected	Not relevance
Likelihood Ratio	0.016/ Rejected	Not relevance
Linear-by-Linear Association	0.088/ Accepted	Relevance

ANOVA TEST

ANOVAs test between age of consumer and media preference to purchase shampoo product.

	Sum of Squares	Df	Mean Square	F	Sig.
Television Between Groups	2.493	5	.499	1.861	.103
Within Groups	51.987	194	.268		
Total	54.480	199			

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Radio	Between Groups	3.085	5	.617	.429	.828
	Within Groups	279.235	194	1.439		
	Total	282.320	199			
wall painting	Between Groups	25.136	5	5.027	2.833	.017
	Within Groups	344.259	194	1.775		
	Total	369.395	199			
Hordings	Between Groups	35.657	5	7.131	4.427	.001
	Within Groups	312.498	194	1.611		
	Total	348.155	199			
news paper	Between Groups	21.753	5	4.351	3.783	.003
	Within Groups	223.122	194	1.150		
	Total	244.875	199			
word of mouth	Between Groups	5.611	5	1.122	.907	.477
	Within Groups	239.909	194	1.237		
	Total	245.520	199			
reference of friends and family member	Between Groups	18.088	5	3.618	2.455	.035
	Within Groups	285.892	194	1.474		
	Total	303.980	199			
celebrity endorsement	Between Groups	24.293	5	4.859	3.814	.003

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	Within Groups	247.127	194	1.274		
	Total	271.420	199			
shop endorsement	per Between Groups	10.842	5	2.168	2.047	.074
	Within Groups	205.513	194	1.059		
	Total	216.355	199			

The Response was as follows:

H0 tested for following factors of media preferences for their relevancy with Respondents Age.	sig.value / Result	Status of Relevancy
Television	0.103/ Accepted	Relevance
Radio	0.828/ Accepted	Relevance
Wall painting	.0017/ Rejected	Not relevance
Hoardings	0.001/ Rejected	Not relevance
News paper	0.003/Rejected	Not relevance
Word of mouth	0.477/Accepted	Relevance
Reference of friend and family member	0.035/Rejected	Not relevance
Celebrity endorsement	0.003/Rejected	Not relevance
Shopper endorsement	0.074/Accepted	Relevance

ANOVA TEST BETWEEN OCCUPATION OF CONSUMER AND AGREEABLENESS ON MESSAGE IN ADVERTISEMENT

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Fear	Between Groups	4.942	5	.988	.858	.510
	Within Groups	223.413	194	1.152		

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	Total	228.355	199			
Benefit	Between Groups	5.449	5	1.090	.749	.587
	Within Groups	282.146	194	1.454		
	Total	287.595	199			
Usage	Between Groups	4.125	5	.825	.703	.622
	Within Groups	227.750	194	1.174		
	Total	231.875	199			
problem solving	Between Groups	8.908	5	1.782	1.229	.297
	Within Groups	281.287	194	1.450		
	Total	290.195	199			
Attribute	Between Groups	4.451	5	.890	.740	.595
	Within Groups	233.424	194	1.203		
	Total	237.875	199			
differentiation of product	of Between Groups	11.066	5	2.213	1.529	.182
	Within Groups	280.809	194	1.447		
	Total	291.875	199			

H0 tested for following factors of occupation of consumer for their relevancy with Respondents agreeableness on message in advertisement.	sig.value / Result	Status of Relevancy
Fear	0.510/Accept	Relevance
Benefit	0.587/Accept	Relevance
Usage	0.622/Accept	Relevance
problem solving	0.297/Accept	Relevance
Attribute	0.595/Accept	Relevance
differentiation of product	0.182/Accept	Relevance

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Results and Findings

- The income of rural consumer is good than the past time.
- There is good awareness of shampoo in rural market expect dove, and shine shampoo brand.
- All rural consumer are using the shampoo in rural so this is opportunity for the company.
- In rural market there is more demand for the clinic plus and head & shoulder brand.

From the Different Test.

- There is relevance between age and television, radio, word of mouth, and shopper endorsement as media so company more focus on this media than other media.
- From the chi-square test there is only relevance with Linear-by-Linear Association with gender and usage brand of shampoo.
- There is not any relevance between monthly family income and promotional scheme so company more focus not promotional scheme for the customer.
- There is highly relevance between occupation and agreeableness on message in advertisement so we can assume the company must focus on the message agreeableness.
- Occupation of consumer and agreeableness on message in advertisement is more relevance in the rural market so the company must focus on the message sent to rural consumer their agreeableness

Limitations

- Here in this study we are consider only 200 Respondence in rural consumer so it is not possible their answer is same represent whole of rural consumer this of particular area.
- The research is conducted in rural consumer so there is possibility of perception and attitude of consumer to respond in negative or positively way so it depends on consumer to feed back of research.

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- All the secondary data is collected from the internet so there is vast difference between when they define their view and the current time situation in today's rural market introduction and the other data of this project. Rural income. Preference. And the awareness of particular brand of product for rural consumer.
- Mistake by the person who study this project in data analysis and other by unintentionally.
- The most limitation in this study to interpreting the data and the analysis by person is up to the thinking level of the researcher person.

Suggestions

- Company more focuses on media for advertisement in rural because there is relevance in media in rural market and age of consumer. There is good awareness in rural market for shampoo product so the company only goes through strategy to attract the customer.
- In rural market there good market share capture by Clinic Plus and the Sun Silk brand so the company must focus on this competitor action what they do and their price for product and other action of competitor. Consumer monthly income is not relevance on promotional scheme in the product so company cannot more focus on promotional scheme.
- All rural consumer are use the shampoo as per the study show so there opportunity for the company to take good market share by different types of quality provide in rural market. In rural customer there is more occupation from student, businessman, and self employed so they focus more on this target market. as per the individual need because they use more than other consumer than the other customer.
- From the resonance we can say that the age of consumer is more in 23-27 and 28-32 maximum so we can say that there is opportunity to cover the more age consumer and the increase the sales in the rural market

Conclusion

- After the study of project and as per the analysis of the data collect from the rural we can easily say that there is good awareness and the preferences of consumer for the Clinic Plus and other brand of shampoo there is most suitable t.v.as media in the rural market and additional we also measure the impact of message factor in advertisement

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opinion given by consumer and also the rank for the feature of product in the rural so by which we assume that there is good for F.M.C.G..Company to go in rural market by the effective communication media and the strategy for the rural market.

- But the company must more focus on the rural challenges And the other nature of environment of the consumer and from the study we analysis that there is good opportunity in rural market and there is no any heavy cute through competition in the market means there no any clutter in the competition so the company have opportunity to take the advantage of it and make good image in the mind of customer so there is also one nature of rural consumer to less switch over the brand means they are loyal to one particular brand of product (assume: all customer are not having same nature)
- So by this way there is good for the F.M.C.G. Company to go rural than urban due to heavy competition in the market

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