

# A Study on the Brand Awareness of Buyers of Rural Market in Relation to FMCG Goods with Special Reference to Village Purani Goraibari Under Udalguri District

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**Abstract:** Brand awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. This paper deals with the extent of this awareness in the rural markets of India. Fast-moving consumer goods are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs and many other consumables. A rural Consumer has proved to be very potential in terms of purchasing power though he is branded as illiterate by the census definition, but this rural consumer has covered 70% (approx.) of population. Hence, being a large market itself. The main objective of the study is to find the extent of brand awareness of rural consumer in relation to FMCG products and to examine the factors influencing rural customer's choice. The study is an empirical research based on survey method. The data has been collected through a questionnaire. The survey is intended to seek information about the buying experiences of those rural consumers who have been widely purchasing FMCG goods. For the purpose of the study, a village Purani Goraibari under Udalguri district has been considered and altogether 100 respondents has been taken as sample for the study which includes agriculturist, businessmen, service holders, students, home makers.

**Keywords:** Consumer Brand Awareness, FMCG, Rural Market.

## 1. Introduction

In India approx 70% of the population lives in rural area and contributes around half of the country's Gross Domestic Product (GDP). Consumption patterns in these rural areas are gradually changing to increasingly resemble the consumption patterns of urban areas. Some of India's largest consumer companies serve one-third of their consumers from rural India. Many fast-moving consumer goods have a short life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as pre-packaged foods, soft drinks, chocolate, candies, toiletries, and cleaning products,

have high turn over rates. The Fast-Moving Consumer Goods (FMCG) sector has major contribution in the growth of Indian economy. As this sector covers all aspects of products which are used in day-to-day life. And because of this, today's marketers are more focused on the rural markets and are leaving no stone un-turned to make their presence felt in the rural India. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. Since the purchase behavior of the customer is very much affected by the familiarity with the existence of the product in the market.

### 1) Brand Awareness- About the topic

A brand is the meaning behind your company's name, logo, symbols and slogans. Having a unique and memorable brand helps you build brand awareness and create a long-term position in the market place. American Marketing Association defines a brand as, "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or a group of sellers to differentiate them from those of competitors". It measures a potential customer's ability to not only recognize a brand image, but to also associate it with a certain company's product or service. Brand awareness is best spread through both inbound and outbound marketing efforts. When competition in an industry is high, brand awareness can be one of a business's greatest assets. Brand awareness includes both brand recognition as well as brand recall.

1. **Brand Recognition:** Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard.
2. **Brand Recall:** It is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or

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buying scenario as a signal.

## 2) Types of Brand Awareness:

Generally, there are two types of brand awareness. They are-

1. Aided awareness- This means that on mentioning the product category, the customers recognize your brand from the lists of brands shown.
2. Top of mind awareness- This means that on mentioning the product category, the first brand that customer recalls from his mind is your brand.

## 2. Literature Review

This chapter shows the review of some existing literature on brand awareness of FMCG Products in rural market. Research conducted in the past regarding brand preference, awareness have been reviewed and presented under the following sub-headings.

1. MridanishJha (2013) in his study, "Brand awareness and consumer preference with reference to FMCG sector in rural Bihar" found that the rural consumers have become value conscious as reflected by their buying behaviour. For rural customers, when the FMCG meets the intended benefits then value for money is achieved. Rural marketers should design innovative promotional strategies for rural markets that can express messages in an easy way to the villagers and compatible with their education and understanding levels. To move rural buyers from trial to preference, brands need to deliver on their value proposition.
2. Mr.S.Thanigachalam and Dr. K. Vijayarani in their study "consumer behaviour towards fast moving consumer goods in Pondicherry" found that successes of many businesses depend on their ability to create and retaining the customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers. The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumer and their target markets more effectively and efficiently.
3. Kumar NA and Joseph J in their study," A Study on Consumer Behavior towards FMCG Products among the Rural SuburbanHhs of Ernakulam" found that that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, pricing and the retailer. With increased education the rational thinking of rural consumers improved, impulse buying can be reduced.

## 3. Aim and Objective of the study

1. To study the extent of brand awareness of rural

customers in relation to FMCG products

2. To examine the factors influencing rural customer's choice.

## 4. Data Source and Research Methodology

### 1) Tools for data collection

The study is mainly analytical in nature and hence focuses on the primary data, collected through questionnaire given to the rural customers in village Purani Goraibari under Udalguri District. At the same time secondary data were also collected from various sources like internet, books, journals and articles.

### 2) Sample size of the study

For the purpose of the study 100 respondents were selected on a random basis which includes agriculturist, businessmen, service holders, students, home makers.

### 3) Sampling Technique

In this study, Random Sampling technique has been used by the researcher and the data collected has been analyzed and interpreted with the help of pie charts and bar diagram.

### 4) Limitation of the study

1. This study is conducted at a micro level, as only one village is taken for the purpose of the study.
2. Cost and Time constraints are also one of the limitation or else the study could have been done at broader level.

## 5. Data Analysis and Interpretation

The analysis and interpretation of the data is based on the questions asked to the rural customers with the help of questionnaire. From the analysis of the data and the interpretations made by the researcher following discussions can be made.

### 1) Educational qualification of buyers or consumers

Table 1.1

Shows educational qualifications of buyers or consumers

Qualification	Number of respondents	Percentage (%)
a) HSLC	9	9%
b) HS	48	48%
c) Graduate	26	26%
d) others	17	17%
Total	100	100%

(Source:- Independent field Survey by the researcher, 2018)

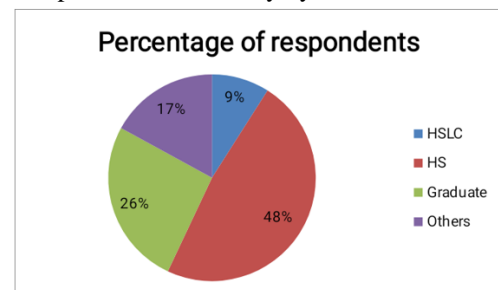


Fig. 1. Educational qualification of the consumers

*Interpretation:* - From the above table and pie chart it is found that 9% of the buyers are HSLC qualified 48% have passed HS 26% of them has passed graduation and rest 17% holds other qualifications such as technical education class 8 pass etc.

2) Do you buy only branded product

Table 1.2

Responses of buyers if they use only branded products

Responses	Number of respondents	Percentage (%)
a) Yes always I stick to the same product	35	35%
b) Never I keep experimenting new products	52	52%
c) Only for quality products. Where it is a commodity least priced product.	10	10%
d) others	3	3%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

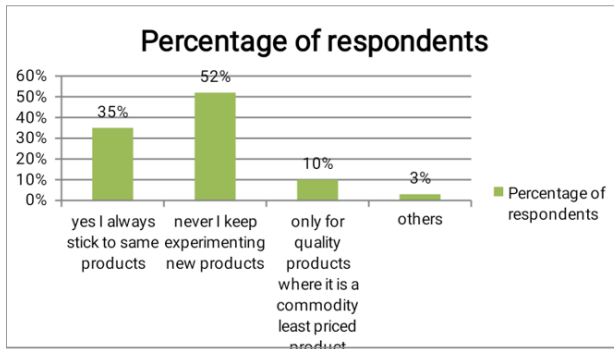


Fig. 2. Responses of buyers or consumers do they buy only branded products

Interpretation: - From the above table and bar diagram it is found out that 35% of buyers or consumers always stick to the same products, 52% says never they keep experimenting new products, 10% says only for quality products where it is a commodity least product, 3% cited others responses.

3) Are you price sensitive customer

Table 1.3

Showing responses whether consumers are price sensitive.

Responses	Number of respondents	Percentage (%)
a) yes	60	60%
b) no	40	40%
Total	100	100%

(Source -: independent field survey by the researcher, 2018)

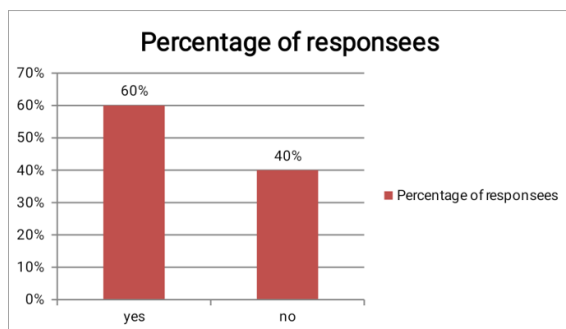


Fig. 3. Showing price sensitive responses of consumer

Interpretation: - From the above table and bar diagram it is seen that 60% of the consumer are price sensitive and rest 40% are not.

4) How familiar are consumers with the products?

Table 1.4

Showing responses of consumer how much familiar are they with the product.

Responses	Number of respondents	Percentage of respondents
a) never heard of it	30	30%
b) I am aware but never used it	40	40%
c) Use it only sometimes	20	20%
d) Use it regular basis	10	10%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

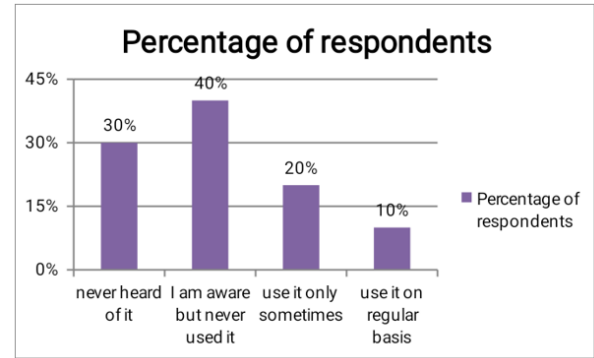


Fig. 4. Responses of consumer how familiar are they with the products

Interpretation: - From the above table and bar diagram it is found that 30% of consumers have never heard of the product 40% were aware of the product but have never used it 20% use the products sometimes and rest 10% use the products on a regular basis.

5) Factors influencing consumers to buy a particular product

Table 1.5

Shows factors influencing consumer to buy a particular product.

Factors	Respondents	Percentage (%)
a) Advertisement	30	30%
b) Attractive packaging	20	20%
c) Word of mouth	20	20%
d) Dealer	5	5%
e) Family/friends/relatives	20	20%
f) others	5	5%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

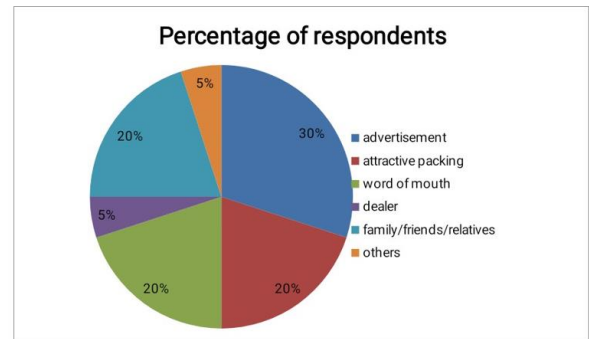


Fig. 5. Showing responses of consumer to buy a particular product

Interpretation: - From the above table and pie chart it is found that 30% of the consumers are influenced by advertisement to buy a particular product 20% are influenced by attractive packaging, other 20% are influenced by word of

mouth, 5% by dealers, 20% by family friends or relatives.

6) Policies affecting consumer's choice

Table 1.6  
Showing policies affecting consumer's choice.

Policies	Respondents	Percentage (%)
a) discount policy	40	40%
b) promotional policy	40	40%
c) others	20	20%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

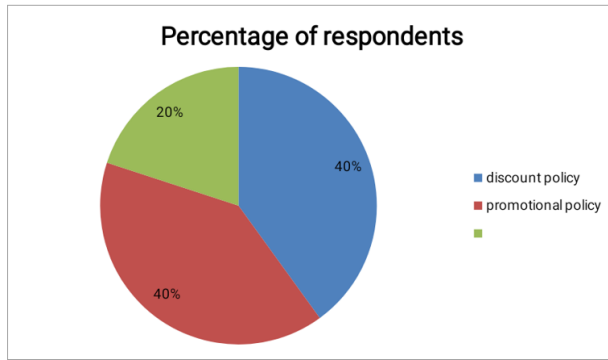


Fig. 6. Showing consumer responses to policies affecting their choice

Interpretation: - From the table and pie chart it is found that 40% of the consumers are affected by discount policies, 40% by promotional policy, and 20% by other factors.

7) Consumer choices of preferences to build good brand image.

Table 1.7  
Showing consumer choices of preferences to build good brand image

Choices	Respondents	Percentage
a) quality	50	50%
b) communication strategies	30	30%
c) competitive pricing	10	10%
d) free trials and discounts	5	5%
e) others	5	5%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

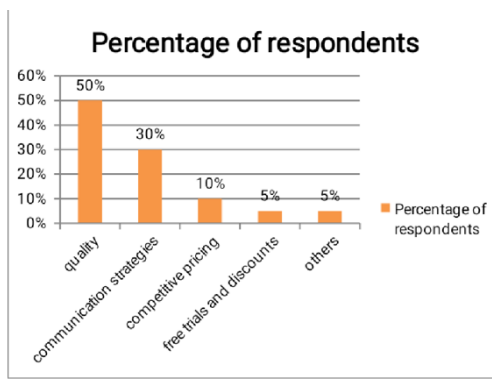


Fig. 7. Shows consumers choices of preferences offered by companies

Interpretation: - From the above table and bar diagram it is found that 50% of consumers are affected by quality of products, 30% by communication strategies, 10% by competitive pricing, 5% by free trials and discounts, and rest 5% by others preferences.

8) Reasons for selecting products in preferred store by consumer

Table 1.8

Shows reasons of consumers for making purchases in preferred store.

Reasons	Number of respondents	Percentage (%)
a) Discount	30	30%
b) Variety	20	20%
c) Value added services	10	10%
d) Proximity	30	30%
e) Ambience	10	10%
Total	100	100%

(Source: - Independent field survey by the researcher, 2018)

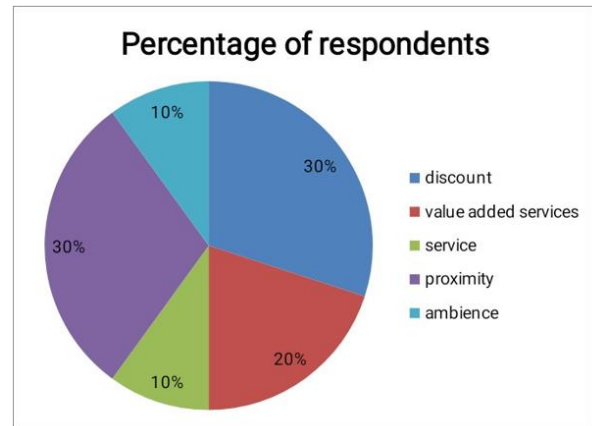


Fig. 8. Showing reasons of consumers for making purchases at preferred store

Interpretation: - From the above table and pie chart it is found that 30% of consumers select the reason discount for making purchases at preferred store 20% for variety, 10% for value added service, 30% for proximity, 10% for ambience.

6. Discussion

From the study the following facts and findings were found by the researcher:

1. It was found that 9 percent consumers were HSLC passed, 48 percent were found to be HS passed 26 percent were found to be graduate, 17 percent holding other qualification.
2. It was found that 35 percent of consumers stick to same products always, 56 percent says never they keep experimenting new products, 10 percent says only for quality products where it is a least priced product rest 3percent cited other reasons.
3. Most of the consumers were found to be price sensitive i.e. 80 percent of consumers and rest 20 percent were found not to be price sensitive.
4. It was found that 30 percent of consumers were not familiar with the products, 40 percent were aware of the products but have never used it, 20 percent users use the products only sometimes and rest 10 percent use the product on regular basis.
5. It was found that 30 percent of consumers were influenced by advertisement of products, 20 percent by attractive packaging, 20 percent by word of mouth,

- 5 percent through dealers, 20 percent through family friends or relatives and rest 5 percent by other factors.
6. Most of the consumers preferred quality i.e. 50 percent to build good brand image, 30 percent communication strategies, 10 percent competitive pricing, 5 percent free trials and discounts rest 5 percent preferred other choices.
  7. In this survey we also identify that now people of the rural areas are 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.
  8. Even if rural consumers do not have the aggregate monthly income to purchase the branded products, they tend not have enough money at one point of time to actually make the purchase of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into 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.

### 7. Suggestions

After conducting the survey, the following suggestion can be taken into consideration.

- Even though the rural customers are a bit aware about the branded products still some rigorous awareness campaign should be adopted since a rural customer base is almost 70 of the total population
- Since it is known that now a day the rural customer are willing to pay for quality product, so the company should focus on providing quality products.
- The company should also focus in providing products at relatively less price.

### 8. Conclusion

The paper entitled “A study on the brand awareness of buyers of rural market in relation to FMCG products with special reference to village Purani Goraibari under Udalguri district” has helped in the study of various factors influencing brand awareness of buyers of rural market. The conclusions are drawn based on the analysis and interpretation of primary and secondary data regarding brand awareness of rural market in village Purani Goraibari under Udalguri district. The brand awareness in rural areas is increasing. Most people both from literate and illiterate groups prefers branded products with belief that quality are assured as the manufacturers are from reputed companies e.g. Colgate toothpaste, Dove soap, etc. People are not much worried about the price of the product. They are showing willingness to use the branded product, it also evaluate their status. The change in attitude to spend more on highly price branded products among high income group in rural areas clearly suggest that there is ample scope of such products to capture the market in this areas by increasing the supply of these products. The marketing agencies are advised to conduct the healthy awareness programs by educating the people about the need to use health care products to arrest tooth decay, hair fall, dry skin etc.

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