
**Brand Personality in Rural Area- A case study of FMCG in
Vidisha District of Madhya Pradesh**

Ms. Pramila Tiwari,

*Assistant Professor, Department of Basic Sciences
OIST, Bhopal*

Abstract:

The purpose of this study is to examine the brand awareness in rural area and to study the interest of the customers in products of FMCG. The brand awareness is showing increasing tendency everywhere now. To examine the validity of this general statement that is being discussed by many scholars and researchers even in industry. Here, the case of Vidisha district (Madhya Pradesh) is taken up.

Keywords: Rural Area, Brand awareness, Fast Moving Consumer Good.

INTRODUCTION

The FMCG sector is a corner stone of the Indian economy. This sector touches every aspect of human life. The FMCG producers have realized that there is ample opportunity for them to enter into rural market. Today we notice this shift towards branded FMCG's in rural areas as a result of Socio Economic and Political changes in the last five years. This has made rural areas more viable markets even compared to urban areas. The government policies to promote education in rural areas have enhanced their brand awareness due to the presence of at least one higher education pursuing student in their family or neighborhood.

A survey by the National Council for Applied Economic Research (NCAER), India's premier economic research entity, recently confirmed that rise in rural incomes is keeping pace with urban incomes. From 55 to 58 per cent of the average urban income in 1994-95, the average rural income has gone up to 63 to 64 per cent by 2001-02 and touched almost 66 per cent in 2004-05. The rural middle class is growing at 12 per cent against the 13 per cent growth of its urban counterpart. Even better, the upper income class those with household incomes of over Rs one million [\$22,700] per annum is projected to go up to 21 million by 2009-10 from four million in 2001-02. It will have a 22 to 23 per cent rural component. Higher rural incomes have meant larger markets. Already, the rural tilt is beginning to show. A study by the Chennai-based Francis Kanoi Marketing Planning Services says that the rural market for FMCG is worth \$14.4 billion, far ahead of the market for tractors and agri-inputs which is estimated at \$10 billion. Rural India also accounts for sales of \$1.7 billion for cars, scooters

and bikes and over one billion dollars of durables. In total, that represents a market worth a whopping \$27 billion.

The introduction of sachets made rural people who are traditionally not accustomed for bulk purchase, to buy branded FMCG products Like Rs 1/- shampoo, nut powder, oils and beverages, readily available in the ready availability of instant foods, beverages and so on in rural shops. This has changed the pattern of buying from traditional products to branded products.

Table I

FMCG Categories and Products

<i>Category</i>	<i>Products</i>
<i>Household Care</i>	<i>Fabric wash (laundry soaps and synthetic detergents), household cleaners (dish/utensil cleaners, floor cleaners, air fresheners insecticides, and, mosquito repellents, metal polish and furniture polish.</i>
<i>Food and beverages</i>	<i>Health beverages, soft drinks, staples/cereals, bakery products (biscuits, bread, cakes) snack food, chocolates, ice cream, tea, coffee, soft drinks, processed fruits, vegetables, dairy products, bottled water, branded flour, branded rice, branded sugar, juices etc.</i>
<i>Personal Care</i>	<i>Oral Care, hair care, skin care, personal wash (soaps), cosmetics and toiletries, deodorants, perfumes, feminine hygiene, paper products.</i>

Table II

Rural and Urban FMCG Potential Profile

<i>Particular</i>	<i>Urban</i>	<i>Rural</i>
Population 2001-02 (million household)	53	135
Population 2009-10 (million household)	59	153
Per cent distribution (2009-100)	28	72
Market (towns/villages)	3,768	627,000
Universe of outlets (million)	1	13.3

Source: Statistical Outline of India, NCAER

Table III

Top 10 Companies in FMCG Sector

<i>S.No.</i>	<i>Companies Name</i>
1	Hindustan Unilever Ltd
2	ITC (Indian Tobacco Company)
3	Nestlé India
4	GCMMF (AMUL)
5	Dabur India
6	Asian Paints (India)
7	Cadbury India
8	Britannia Industries
9	P&G Hygiene and Health Care
10	Marico Industries

Source: Naukrihub.com

Table IV

Consumer-class

Household Income Boom Distribution

(Figures in

percentage)

<i>Group of Consumer</i>	<i>2009</i>	<i>2015</i>
<i>Very rich</i>	2	5
<i>Consuming class</i>	28	54
<i>Climbers</i>	41	34
<i>Aspirants</i>	18	4
<i>Destitute</i>	13	3
<i>Total</i>	100	100

Source: HLL, NCAER

BRAND PERSONALITY AND RURAL CONSUMER

Brand Awareness refers to a consumer knowing of a brand's existence; at aggregate (brand) level it refers to the proportion of consumers who know the brand.

“Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of product's introduction.”

Indian FMCG Sector Growth Drivers Category Trends 2009-10

The fourth largest sector in the Indian economy is all set for 16 % growth during 2009-10 as Predicted by FICCI. Going forward, as anticipated By CRISIL, FMCG sector will touch Rs. 140000 cores by 2015.

OBJECTIVE OF THE STUDY

1. To assess the impact of electronic media in popularizing branded products in rural areas.
2. To know the reasons for preferring branded products in rural areas.

SCOPE AND NEED FOR THE STUDY

FMCG products are substantially used to enhance and protect the health and physical appearance and also dignity of people among their counterparts. The spending on FMCG products especially in rural areas is showing an increasing tendency in last 5 years. This is due to increase in income levels, good connectivity to nearby towns, improvement in sanitary conditions etc.

The study is confined only to Berasia division region. It is believed that finding in this region are fairly representative of other parts of district. Since the life style and other parameters are not much different from what exist in area of survey.

METHODOLOGY

Vidisha district is basically a rural oriented district about 68% of population living in villages. The district is leading producer of wheat and soybean in Madhya Pradesh. The district

comprises of revenue divisions namely Hoshangabaad, Mandideep, Budhani, Berasia. Out of these divisions Berasia is selected for the purpose of conducting survey to study Brand awareness among rural people since it contains more backward villages and clusters compare to other revenue divisions. Due to paucity of time and financial constraints 15 villages are chosen for survey adapting purposive sampling technique. In all 250 respondents are chosen from different age groups.

The villages chosen for survey are from four categories of FMCG namely.

Health and beauty care products subdivided into

1. Bath product (a) Bath soap
2. Hair Care Products (a) Hair Oil (b) Hair Shampoo
3. Oral Care Products (a) Tooth Brush (b) Tooth Paste
4. Essential oils (a) Edible Oil

Sampling Technique

Purposive sampling technique is adopted to collect primary data. The consumers are divided into two categories on the basis of Literacy and age, namely literates, and illiterates, and persons below the age of 30 years and 30 years and above.

Data Analysis and Findings

Null Hypothesis1: There would be no significant difference between low and middle income groups and Above Middle and High Income level groups to have Brand awareness.

Z-Test 1: Significant test on brand awareness between Low & Middle Income groups and above middle & High Income groups

Income Group\Tests	Mean	Standard Deviation	T-test
Low & Mid	65	1.7	.46
Above Mid & High income	55	4.58	

Finding1:

The survey data reveals that the income effect is almost nil on aware of FMCG products. All income groups namely Higher, above mid, middle and lower income groups have not shown any significant difference on awareness of these products. If not words they have symbols to

express about a particular product brand. Package is playing a vital role in choosing and recalling and to find a product by a customer.

Null Hypothesis 2: There would be no significant difference between below the age of 30 years, 30 years and above to have brand awareness.

Z-Test 2: Significant test on brand awareness between below the age of 30 years, 30 years and above.

Age Group\Tests	Mean	Standard Deviation	T-test
Below the age of 30	68.9	9.297	4.386
30 years and above	60.5	9.848	

Finding2:

The survey data reveals that the age effect is high on awareness of FMCG products. Below 30 years age group is showing a significant difference on awareness of these products. Most of them being educators and having trust on branded products influenced to shift towards branded products. They are influencing and motivating other age group to shift towards branded products.

Null Hypothesis 3: There would be no significant difference between below the age of 30 years,30 years and above to have a preference for branded product.

Z-Test 3: Significant test on preference for branded product between below the age of 30 years,30 years and above.

Age Group\Tests	Mean	Standard Deviation	T-test
Below the age of 30	38.9	7.5	3.029
30 years and above	36	5.95	

Finding3: The survey data reveals that the age effect is high on preference of branded products below 30 years age group is showing a significant difference on branded products.

Readily availability of a branded product in expected form and price is making this segment to shift towards branded products.

Finding 4: The survey data reveals that the countryside consumer of FMCG products were influenced by advertisement in Television, friends and relatives particularly their children getting education in nearby Engineering and degree colleges like cities in BHOPAL etc.

However, the influence of local shopkeepers on these FMCG Consumers is also quite noticeable since the local shopkeepers invariably happen to be friends and relatives of end consumers whom the shopkeepers can very easily educate and influence to use a particular brand.

The shift from one brand to other is evident with a change in income level is evident with a change in income level. For example; it is noticed that people using popular brands of soaps which are moderately priced like Hamam & Cinthol shifted to premium brand like Dove .In the rural areas also people are using product like Huggies and Johnson & Johnson baby products.

The time taken for preparation of traditional products, the availability of branded products with same ingredients at a comparatively cheaper price s, influenced people to shift towards the branded products .Further these branded products are tested clinically and found to be not harmful to health ,motivated people to shift their consumption pattern from the traditional products to branded products.

CONCLUSION AND SUGGESTIONS

The brand awareness in rural areas particularly health and beauty care products is showing an increasing tendency.80% people in the age group of below 35 years both from illiterate and literate groups prefer branded products with the belief that good quality products are manufactured by reputed companies. Example: Colgate Tooth Paste, Tide washing powder and Sun silk Shampoo.

People are not worried about the price of product. The change in attitude to spend more on highly priced branded products among high income groups in rural areas clearly indicate that there is great scope for such products to capture the market in these areas by increasing the supply of these products.

The marketing agencies are advised to conduct awareness programs by educating the people about the need to use branded health and beauty care products to protect from hair fall, tooth decay ,dry skin etc. This product can be made more popular and acceptable among the rural

people. To tap the rural better infrastructure facilities like roads, better telecom connectivity to rural persons, proper sanitation and healthcare facilities should be created. There is a need to understand the rural consumer, similarly need is thereto study the retailer as he is a chief influencer in the buying decision.

References:

1. John Manoj Raj S(2007),Social changes and the Growth of Indian Rural Market: An Invitation to FMCG, International Marketing Conference on Marketing &Society,8-10 April,2007 , IIMK pp01-08.
2. B.Amarnath and Vijayudu2009, Brand Awareness in Rural Area-a Case Study of Fast Moving Consumer Goods in Chittoor District of Andhra Pradesh,Asia-Pacific Journal of Social Sciences vol.I(2),June –December2009,pp.230-240.
3. <http://www.prapandit.com/knowledge/workshop8pdf/Rural1%20PR>
4. Moorthi Y.L.R.,September 2004,Branding Principles-Application to b2b branding, Journal of Business to Business Marketing, Volume11,Issue 3pp79-102.
5. FICCI and technopark,2009.FMCG sector the road ahead, Market report.
6. <http://health-beauty.exportersindia.com/>
7. DR.S.MAHESHKUMAR,FMCG majors eye rural India ,Market Survey