

Consumer behavior towards FMCGs in Doaba Region (Punjab) - A Study on Rural Consumer

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Abstract— Understanding the consumer behavior is the prime and toughest task in front of every marketer. Consumer's behavior towards FMCGs is affected by various internal and external factors. Identifying these factors enable a marketer to formulate appropriate strategy for effective penetration of targeted segment. The objective of modern marketing is to make profit along with delighting the consumer by satisfying their needs and preferences. This study aims to get insights about the consumer behavior. Consumption pattern consisting of the brand usage pattern, purchasing pattern, spending pattern, of rural consumer of Doaba region (Punjab) towards bathing soap and personal care products was examined. The first objective of the study was to study the present brand ownership of bathing soap and consumption pattern of selected FMCGs. The second objective of study was to evaluate the present level of satisfaction towards product specific attributes of bathing soap and to study product attribute preferences of bathing soap. Next objective was to examine various factors influencing the purchase decision of rural consumer. For the purpose of study, a sample of 190 respondents, 95 each from 2 districts Jalandhar and Kapurthala of Doaba region was taken using non-probability (convenience) sampling technique. The sample was taken from 95 respondents of 14 different villages of district Jalandhar and 95 respondents from 11 different villages of Kapurthala of Doaba regions (Punjab). Information was collected from the respondent by interviewing through structured questionnaire. The method of scaling was used to evaluate the present level of satisfaction. The data was arranged in crossed tables for the better understanding of the relationship between different variables. Chi square test was used comprehensively for analyzing association among various parameters. One sample z test (two tailed) was used to assess the satisfaction level of consumer towards bathing soap use. The socio economic profile of the consumer consisting of income level, occupational background, education level, age is the main determinant of consumption patterns of bathing soap and personal care products. From the study, it was found that majority of respondents are using Godrej No. 1 brand which is one of the low priced and easily available brand, followed by Dettol, Lux and Lifebuoy. It was found that majority of consumers are weekly buyers. Most of the respondents prefer local shopping centers to purchase the goods. Medium size packing of bathing soap (50-100g) is preferred by a large number of respondents constitutes 68.9% of respondents. Spending pattern of personal care products suggests that majority of respondents (43.2%) are spending between Rs 500-1000 monthly on personal care products which is followed by 35.8% of consumers who spend below Rs.500 on personal care products. The second objective of study was to evaluate the present level of satisfaction towards product attributes and general attributes of bathing soap, namely

quality of product, size of product, fragrance, performance of product, packing of product, durability of product, scientific feature of product, price of product, foaming, availability of product, range of product, regality of supply, and proximity of retail shop. To analyze the result of satisfaction level, following null hypothesis was framed Null Hypothesis (Ho) = Product specific attributes of bathing soap are same across respondents. From Z-test, we obtained P value of .000 for all the product related attribute and general attribute which is 0.000 and the level of significance is 0.05 which exceeds the P Value, thereby, rejected the null hypothesis and found Product specific attributes are not same across respondents. This represents about their brand attachment and brand loyalty towards present using brand. It was found that these variables significantly influence the purchase behavior of respondents in terms of satisfaction. The third objective was to examine the various factors affecting the purchase decision of rural consumer. By taking the opinion of respondents by survey it was found that TV advertising is influencing most of the consumers since a majority of respondents spend more hours watching TV per day in comparison to other media. Family buying decision is also of a greater importance, since most of the consumers are influenced by family to purchase a brand. Advertising is another important factor affecting the purchase decision of brand followed by doctor advice and self-decision of respondents to purchase. It was also found that price is most important factor while making the purchase decision of bathing soap. Other factors such as fragrance of the product, easy availability of product, durability of product and packaging is also considered by the consumers.

Key words: Network Security, Intrusion Detection System, Honeypot

I. INTRODUCTION

A. Consumer Behavior and Satisfaction

Understanding consumer behavior is important aspect of marketing research and helps a lot in formulation of appropriate strategy for effective penetration of targeted segment of market. The customer is basic foundation of every business. Customer's expectations, preferences, needs, shopping behavior are of greater importance to marketer and determined by social and psychological factor. The behavior of the consumer at the time of purchasing is known as consumer behavior. Consumer behavior for any product is of vital importance to marketers in shaping the fortunes of their organization. Marketing involves the integration of several business activities, the aim of which is to fulfill the need and desire of consumers. Consumer behavior is significant for regulating consumption of goods and thereby maintaining economic stability.

Consumer behavior is helpful in understanding the purchase behavior and preference of different consumers.

Consumer behavior provide a sound basis for identifying and understanding consumer needs, thus an insight into the consumer behavior and satisfaction is meaningful for successful marketing and profitability of a firm. This has created a need to understand how the consumer perceives purchase satisfaction. The customer's shopping intention, behavior, and satisfaction are significantly associated with ones beliefs about the product, services and attitudes towards shopping behavior In order to facilitate managerial decision, we should be aware of how specific product and service quality attributes for delivering and designing product to enhance satisfaction of customer. Managers are giving attention on customer satisfaction to enhance customer loyalty for long term profitability and success. Satisfied customers of a firm stay with firm for long time. Customer satisfaction can be managed to grow total customer revenue.

B. FMCG Industry in India

FMCG industry includes those goods which are used by consumer in their day to day activity. FMCG industry can be categorized under household care, personal care, food and beverages, herbal products and confectionaries. Rural India is fast developing and is catching up with urban lifestyle. It provides opportunities to the companies engaged in production and marketing of FMCG and consumer durables. The Indian Economy is growing at a fast pace and according to International Monetary Fund (IMF) it will grow at 7.5 per cent in 2016-17. Growing confidence among stakeholder and investor in FMCG sector is favorable to FMCG companies operating in India. Consumer packaged goods or fast moving consumer goods are sold quickly and have relatively low cost. Studies reveals that FMCG market is expected to grow at a CAGR of 14.7 per cent by 2020 and as a result offer lucrative job opportunities in India.

FMCG sector which is heavily customer driven, is adopting a fast challenging approach in managing itself. Rural urban and semi urban market also add different dimensions to this sector. Robust growth has made this sector the preferred choice of professionals from different streams. ITC, Godrej, Nestle, Proctor and Gamble, Pepsico, Dabur are the major players in this sector.

This sector is fourth largest sector in the Indian economy having market size of US \$ 13.1 billion in Indian Economy. The sector comprises brands and products that are categorized as essential household items used daily. The FMCG products have different categories and segments, Consumer have choice of different brands present in markets. The different brands present in rural market of India indicate the oligopoly. The shelf life of these products is short due to high consumer demand, or the perishable nature of the commodity, and therefore, these products leave the store very quickly.

Indian FMCG sector has seen an annual average growth of 11 per cent in last decade. FMCG market in totality is expected to increase at CAGR of 14.7 per cent during 2012-2020 with rural footprints to increase by CAGR of 17.7 per cent during 2012-2025. FMCG Sector is fast growing sector of Indian economy with annual growth of 10 % over a last five year period. Intense competition between organized and un-organized segments well established distribution network, mature logistics, national brand and local brand characterize this segment.

C. Top 10 Companies in FMCG sector 2016

Sr. No.	Companies	Market Capitalization (Rs.cr)
1.	Nestle	67357.95
2.	Britannia	27578.74
3.	Glaxo Smith Con	26495.41
4.	KRBL	4377.08
5.	Hatsun Agro	3490.63
6.	Kwality	947.1
7.	Heritage Foods	783.2
8.	HPC Bio	713.41
9.	Eco Friendly	586.93
10.	Mount Everest	395.03

Table 1: Top 10 Companies in FMCG Sector by Market Capitalization, 2016

Nestle is placed at first position in list of top 10 company in year 2016 having market capitalization 67357.95 cr. Followed by Britannia at 2nd place having total market capitalization of 27578.74 cr. Nestle setup its first manufacturing plant in India in 1961 at Moga, Punjab and continues growth in the reason. Nestle has number of famous international brand such as Nescafe, Maggi, Milky- bar, Kit-Kat etc. it has its head office in Switzerland in India company has well established distribution network and sell its product throughout the country.

Britannia industries limited are at second position in the list of top 10 companies of India by market capitalization. It has head office in Kolkata and deals with products such as bakery product and dairy product earlier it was the part of Emionent Wadia Group of companies and was started in 1892. More than 2000 employees are associated with the company. The turnover of the company in 2016 was 850 million dollar having total market capitalization of 27578.74 cr.

Glaxo Smith Con is at 3rd place in the list of top 10 FMCG companies having market capitalization 26495.41 cr. Glaxo Smith Con deals in food product items. KRBL is at 4th place in the list of top 10 FMCG companies. KRBL is basmati rice manufacturing company that was started in 1889. It has market capitalization of 4377.08 cr. Hatsun Agro is placed 5th in the list of top 10 FMCG companies having market capitalization of Rs. 3490.63cr., Hatsun agro deals in agro product. Kwality is at the 6th place with market capitalization of Rs. 947.1 cr.

II. LITERATURE REVIEW

Consumer preferences differ on the attribute which they emphasize more as compared to other and affect repurchase intention and buying decision. Quality, price, brand name and product information have relationship with purchase for high involvement product. Price and brand name, besides quality influence purchase intention of consumer. Price and quality are also affect choice and consumers use price as a proxy to quality (Faulds and Lonial, 2001, Ofir, 2004, Akir and Othman, 2010)

Culture and life style of rural consumer is moderately changing towards branded packaged food product uses. Rural customer in influenced by culture and life style. Culture has an influence on buying decisions of consumer living in rural area. Females also involved in buying decision-making process. Consumer prefers the places which satisfy

them with every aspect (Amarnath and Vijayudu, 2011, Sharma and Gupta, 2003, Yakup et al., 2011).

Variety seeking behavior is present in the consumer. Shoppers use several stores to cover their shopping needs and being frequent buyer, influence their variety seeking behavior. Brand experience and brand personality affects customer satisfaction and customer loyalty positively. Variables like sensory, affective, behavioral and intellectual were identified with the help of exploratory factor analysis on brand experience dimensions. (Martinez-Caraballo et al., 2011, Schmitt et al., 2009).

The brand selection of the rural consumers depends on the needs. The marketers need to develop multi utility product. All in one is the need of rural consumer. (Srivastava and Kumar, 2011)

Brand selection of rural consumers depends on the needs. In case of the detergent as consumers use different brands for different types of clothes the school uniforms and office wares. For clothes and home decors they use the economy type of the detergents. The marketers need to develop detergents as a multi utility product. All in one is the need of rural consumer. The brand wise consumption study shows that Nirma holds the number one position in all the studied districts. It is followed by wheel and surprisingly the premium category brand followed by Surf, Ariel and Rin. The premium brand consumption shows that the rural consumers can afford the premium brands if the breaking of the bulk is offered properly (Kulkarni, 2011).

The most preferred brands of bathing soap categories is lifebuoy followed by Santoor, Liril, Rexona, Hamam. Other brands have less brand usage. The study revealed that Rin is most preferred brand in washing soap category followed by Nirma, Super 501, and Wheel. Whereas availability of new brand with improved features is the main reason for shifting the brands in toiletries and washing soap and washing powder categories. In bathing soap the quality of new brand dominated over the other reasons (Sarangapani and Mamatha, 2008).

TV advertising helps in transforming the rural masses in a significant manner. Though, all the elements of Promotion mix (Advertising, Sales Promotion, Direct Marketing, Personal Selling and Public Relations) play an important role in influencing the rural consumers, but personal selling and sales promotion were considered to be the most important ones. (Suhkmani and Hundal, 2011).

Assortment size influences option choice. (Sela et al., 2009).

A. Need and Scope of Study

The Indian market has deep rural character with the total rural population of 70%. There has been significant growth in the size of rural demand for consumer goods during past decades. Rural market offers promising future for consumption of FMCGs. The future market for any consumer goods manufacturers lies in rural area. An analysis of consumer behavior and satisfaction enables a firm to understand current and future demand of different FMCGs and make match of supply with changing pattern of demand in a rural market. Through identifying consumer behavior and satisfaction, it helps to identify the factors which affect the consumers while they purchase. It will also become meaningful to build a marketing strategy for effective penetration into particular

rural segment. This study is useful for the companies operating in the rural markets of Punjab to develop appropriate product as well as marketing mix.

B. Objectives of the study

This study comprised of following objectives of study.

- To study the present brand ownership and consumption pattern for selected FMCGs.
- To evaluate the present level of satisfaction towards bathing soap and preferences towards product attribute in purchase of bathing soap.
- To examine the various factors influencing the purchase decision of rural consumers.

C. Research Methodology

1) Sources of Data

a) Primary Data

The primary data for the study is collected through questionnaire and interviewing the various consumers who purchases the FMCG.

b) Secondary data

The secondary information or data was collected from the published sources such as journals, newspapers, internet and other sources.

2) Research Design

Research design for the study is descriptive in nature, it has used structured questionnaire to collect the relevant information about socioeconomic and demographic factor of the consumers influencing the consumer behavior and purchase decision.

Descriptive research was used to conduct the study and data is collected in order to achieve the objective of study related to consumer behavior towards selected FMCGs. The study adopts survey method to collection of data. Study is mainly based on primary data. Respondents surveyed with well-prepared sequentially arranged and structured questionnaire and were asked to answer the question in questionnaire according to their preferences and perceptions about selected FMCG Product.

3) Sample Design

Respondents from 190 rural families from 25 different villages of two districts Jalandhar and Kapurthala of Doaba region is selected for the study. 95 respondents of 14 different villages of district Jalandhar, and 95 respondents from 11 different villages of district Kapurthala of Doaba region were selected into study.

a) Sampling Technique

Non-Probability Convenience sampling technique was used to collect the information from rural consumers. Convenient sampling attempts to obtain a sample of convenient element.

4) Research Instrument

Structured questionnaire was framed and used to collect the primary data from the respondents as a research instrument to measure the various constraints and variables related to consumer behavior towards selected FMCGs.

a) Data Analysis

The data collected is analyzed with the help of suitable technique like chi-square and Z test.

b) Reliability Analysis

Cronbach's Alpha	Number of Items
.664	13

Table 2: Reliability Statistics

Reliability analysis is applied to test the reliability of scale used in study consisting of 13 number of item. Cronbach's "a" is greater than 0.664 for a high reliability generally, below 0.35 is low reliability, 0.5 is regarded as the minimum acceptable level of reliability.

D. Statistical Analysis of Significance among Variable

1) To Analyze the Relationship between Packing Size Preferences of Bathing Soap and Monthly Income Level of Respondents.

a) Null Hypothesis (Ho)

There is no association between packing size preferences of bathing Soap and monthly income level of respondents.

Chi-square test	Value	Df	Asymp. Sig.(2sided)
Pearson Chi-Square	11.365 ^a	6	.078
Likelihood Ratio	12.429	6	.053
Linear-by-Linear Association Number of Valid Cases	6.469 190	1	.011

Table 3: Chi Square Statistics

To test the hypothesis a cross tabulation was done on the variables of packing size preferred and monthly income level of respondents. The Pearson chi-square statistics was 11.365 with significance .078, is more than .05 level of significance. Thus we accepted the null hypothesis and concluded that there is no significant relationship between packing size preferences of bathing soap and monthly income level of respondents. Both the variable is independent of each other.

2) To Analyze the Relationship between Spending Pattern of Consumer towards Personal Care Products and Monthly Income Level of Respondents

a) Null Hypothesis (Ho)

There is no association between spending pattern of consumers towards personal care products and monthly income level of respondents.

Cross tabulation was done on the variables of spending pattern and monthly income level of respondent. Further the chi-square test was performed to analyze the result. The Pearson chi-square statistics was 41.396 with significance .000 which is less than .05 level of significance. Thus, we rejected the null hypothesis and concluded that there is close relationship between variable spending pattern of consumers toward personal care product and monthly income level of respondents. Both the variable is not independent to each other.

Chi-square test	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	41.396 ^a	12	.000
Likelihood Ratio	45.014	12	.000
Linear-by-Linear Association	11.075	1	.001
Number of Valid Cases	190		

Table 4: Chi Square Statistics

3) Relationship between Gender of Respondents and Present Level of Satisfaction toward Bathing Soap Product.

a) Null Hypothesis (Ho)

There is no association between variable gender of respondents and present level of satisfaction toward bathing soap uses.

Chi-Square Tests	Value	Df	Asymp.Sig.(2sided)
Pearson Chi-Square	11.955 ^a	4	.018
Likelihood Ratio	11.158	4	.025
Linear-by-Linear Association	8.975	1	.003
Number of Valid Cases	190		

Table 5: Chi-Square Statistics

A cross tabulation of the variable present level of satisfaction towards bathing soap and gender was done. Further the chi-square test was performed and following result was achieved The Pearson chi-square statistics, which was 11.995 with P value .018, was less than .05 level of significance. Thus, we rejected the null hypothesis and concluded that there is close relation between the variable gender of respondents and present level of satisfaction towards bathing soap.

4) To Evaluate the Present Level of Satisfaction of Bathing Soap User towards Product Related Attributes and Some General Attribute.

Attributes	Mean	Std. Deviation	Std. Error	Sig (2tailed)
Quality of Product	4.3	.9	.06	.000
Size of Product	3.7	.7	.05	.000
Fragrance	3.8	.8	.06	.000
Performance	3.6	.9	.07	.000
Packing	3.5	1.0	.07	.000
Durability	3.4	.9	.06	.000
Scientific Feature	3.6	.9	.06	.000
Price of Product	3.5	.9	.06	.000
Foaming	3.7	.9	.06	.000
Availability of Product	3.8	.8	.05	.000
Range of Product	3.5	.9	.06	.000
Regularity of Supply	3.6	.8	.06	.000
Proximity of Retail Soap	3.3	1.0	.07	.000

Table 6: One-Sample Statistic

a) Null Hypothesis (Ho)

Product Specific attributes of bathing soap are same across respondents.

Mean score of the all attribute is greater than test value 3. Product related attributes namely quality of bathing Soap, size of product, fragrance, performance, packing, durability, scientific feature, price of product, foaming and four general attributes availability of product, range of product, regularity of supply, and proximity of retail soap were identified and used to measure the satisfaction level of respondents towards bathing soap use.

Further Z test is applied to test the hypothesis and following result was achieved. Since the P value of .000 for all the product related attribute and general attribute was less than .05 level of significance, so we rejected the null hypothesis and concluded that Product specific attributes of Bathing soap are not same across respondents. Consumers are

satisfied on better scale which show their brand attachment and brand loyalty towards present using brand.

E. Brand Ownership Analysis of Bathing Soap

From the figure we could understand that Godrej No.1 Brand is mostly used by the majority of respondents. Godrej No.1 occupied the 1st place in Brand ownership analysis with more marketing potential. Low price and Easy availability of Brand is making the Brand more usable among rural consumer. 40 respondents out of 190 are using the Godrej no.1. Dettol was Occupied the 2nd position in Ownership analysis. 22 respondents out 190 are using the brand. Scientific feature and Hygienic property of the soap is making the brand Famous and more usable among the respondents of different villages. 3rd position in the ownership analysis was occupied by the two famous brands Lux and Lifebouy, 27 respondents out of 190 are using the Lux and in other case 27 respondents out of 190 is using the Lifebouy brand. Dove bathing soap brand is at 4th place in Brand ownership analysis. 20 respondents out of 190 are using the Dove Bathing soap.

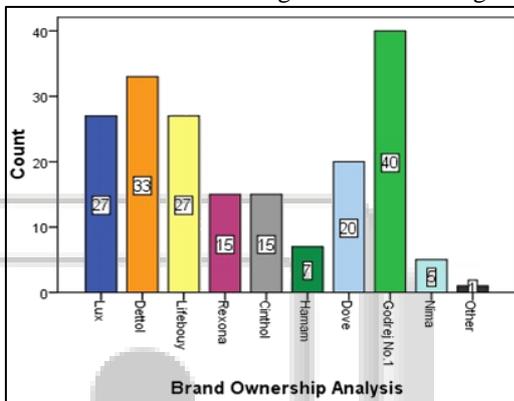


Fig. 1: Brand Ownership of Bathing Soap

Rexona and Cinthol are at 5th position, 15 respondents out of 190 are using the Rexona and another 15 respondents are using the Cinthol as bathing soap. Hamam Soap was used by 7 respondents out of 190 and occupied the place at 6th place. Likewise Nima Soap is at 7th place.

F. Consumption Pattern for Bathing Soap and Personal Care product

1) Purchasing Pattern of Bathing Soap

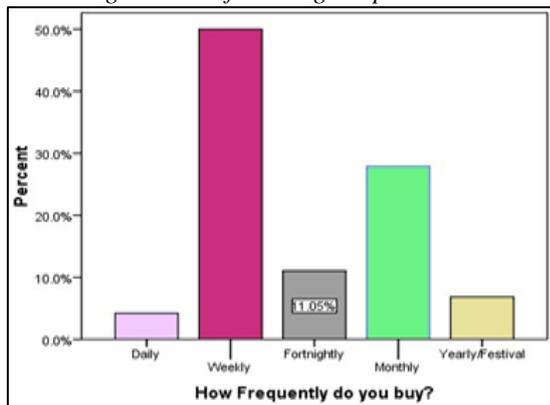


Fig. 2: Purchasing Pattern of Bathing Soap

From the figure 2 we could understand that 50% of the respondents purchase the bathing soap weekly. 27.9% of the respondents purchase the bathing soap monthly basis. 27.9% of the respondents purchase fortnightly and 6.8% of the respondents have tendency to purchase on festival or

occasionally. Remaining 4.2% of the respondents purchase the bathing soap daily. The count of weekly buyers is greater than the count of monthly buyers. The count of festival buyers is greater than the count of daily buyer.

2) Place Preferred by Respondents to Purchase

Place Preferred to Purchase	Frequency	Percent
Local Shopping Center	86	45.3
Main Bazaar	61	32.1
Neighboring Village	18	9.5
Town	25	13.2
Total	190	100.0

Table 7: Place Preferred by Respondents to Purchase

It can be interpreted from the Table 7 that on a whole, majority of respondents constitutes 45.3% of respondents purchase from the local shopping centers. 32.1% of the respondents purchase the products from main bazaar. 13.2% of the respondent's purchases from town and 9.5% of respondents purchase from neighboring village.

3) Packing Size of Bathing Soap Preferred by Sample Respondents

An analysis of table 8 show that a large number of respondents constitute 68.9% of the respondents prefers the medium size soap between (50-100) gm. 20% of the respondents prefer large size soap ranging between (100-150) gm. While remaining 11.1% of the respondents prefers small size soap (up to 50 gm).

Packing Size Preferred	Frequency	Percent
Small(up to 50g)	21	11.1
Medium(50-100g)	131	68.9
Large(100-150g)	38	20.0
Total	190	100.0

Table 8: Packing Size Preferences

4) Spending Pattern Analysis for Personal Care Products

Consumption pattern is not similar for all type of consumers. it is evident that majority of respondents of villages around 43.2% spent an amount between Rs.500 to 1000 monthly on personal care products including oral care, skin care, hair care, soaps, toiletries, cosmetics, deodorants, female hygiene products, followed by 35.8% of respondents spent below Rs.500 on personal care products.

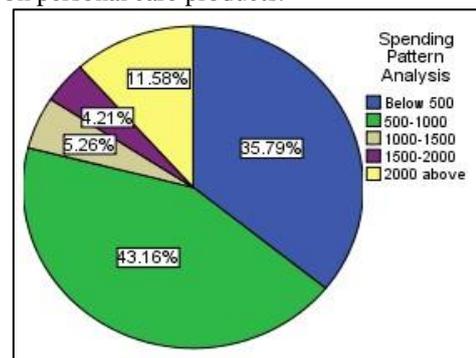


Fig. 3: Spending Pattern

11.6% of respondents spend above Rs.2000 per month on personal care products which shows the large purchase power of respondents. While 5.3% of respondents in sample spend Rs.1000-1500 per month and remaining 4.2% respondents spend Rs.1500-2000 on personal care products monthly. A majority of respondents constitutes 43.2% of respondents spent between Rs.500-100, followed by 35% respondents spend below Rs. 500 on personal care products.

G. Factors Considered While Purchasing Bathing Soap

It is the clear evident from that a large number of respondents constitute 28.4% of consumers consider price, while making purchase decision for bathing soap. 26.3% of the respondents give importance to fragrance of bathing Soap during purchase of Product. Easy availability of the product is also an important factor considered while purchasing bathing soap. 25.8% of the respondents consider the easy availability while purchasing bathing soap. Packaging of product is considered by 9.5% of respondents.

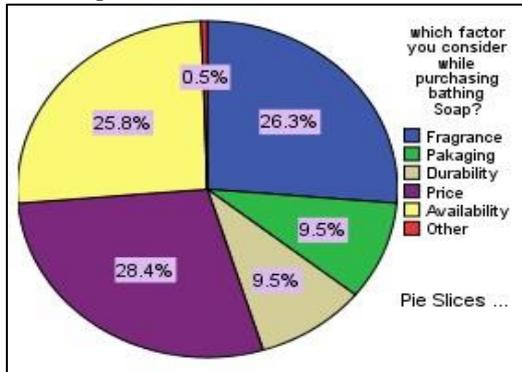


Fig. 4: Factors Considered while Purchasing Bathing Soap

H. Factors Influencing the Purchase Decision of Rural Consumer

1) Influence of Media

Advertisement is important segment of marketing which typically includes promotion, goods services, organizations, ideas etc. via a medium. An analysis of table 4.7.1 reveals that a majority of respondents constitutes 53.2%, more than a half of respondents like television marketing.

Influence of Media	Frequency	Percent
Television	101	53.2
Advertisement on Radio	10	5.3
Publication on Newspaper	26	13.7
Shop display	28	14.7
Advertisement on cinema theater	25	13.2
Total	190	100.0

Table 9: Influence of Media

Television is often Called “King” of advertising media, since a majority of respondents spent more hours watching TV per day in comparison to any other medium. Generally television includes combination of sight, color, sound and motion to create an effect. Shop display of a retail store can also influence the respondents 14.7% of respondents like advertisement via shop display. 13.7% of respondents” likes advertisement through publication in newspaper followed by 13.2% of respondents likes advertisement on Cinema Theater.

2) Factors Influencing to Purchase the Brand

Factor Influencing	Frequency	Percent
Family	39	20.5
Doctor	37	19.5
Peer group	3	1.6
Advertisement	38	20.0
Friend	30	15.8
Self Decision	31	16.3
Other	12	6.3
Total	190	100.0

Table 10: Factors Influencing to Purchase the Brand

From the table 10 we could understand that majority of respondents 20.5% of the respondents are influenced by family to purchase a brand. Family buying decision is important to purchase a brand in which all the member involved in purchase decision of brand.

Advertisement is another factor influencing to go for a brand. 20% of respondents are influenced by advertisement. Doctor advice is also another factor 19.5% of respondents is influenced by doctor advice followed by 16.3% of respondents takes self-decision while purchasing a brand. Friend suggestion is also influence the purchase of 15.8% of the respondents, whereas less number of respondents 1.6% of respondents influenced with peer group suggestion.

3) Analysis of Brand Consciousness among Consumer

An analysis of table 11 show that a large number constitutes 47.4% of respondents are brand conscious during the purchase of bating soap, followed by 31.6% of respondents are not conscious during the purchase of bathing soap. However the 21.1% of respondents are conscious sometimes during the purchases

Brand Conscious	Frequency	Percent
Yes	90	47.4
No	60	31.6
Sometimes	40	21.1
Total	190	100.0

Table 11: Brand Consciousness Among Respondents

I. Present Level of Satisfaction towards Bathing Soap

Level of Satisfaction	Frequency	Percent
Highly Dissatisfied	6	3.2
Dissatisfied	25	13.2
Neutral	35	18.4
Highly Satisfied	23	12.1
Satisfied	101	53.2
Total	190	100.0

Table 12: Present Level of Satisfaction towards Bathing Soap

An analysis of table 12 reveals the present level of satisfaction towards of respondents towards bathing soap product uses. From the table we could understand that majority of respondents (53.2%), constitutes more than a half of respondents are satisfied with product use, which show their attachment and loyalty towards present brand followed by 18.4% of the respondents having neutral response towards bathing soap use Whereas 13.2% of respondents are dissatisfied with product uses showing their tendency to switch over to other brand. The count of highly satisfied customer is 23 out of 190 constitute 12.1% of the respondents. A small proportion of respondents constitutes 3.2% of respondents are highly dissatisfied with the bathing soap use.

J. Findings

- Price is most important factor considered while making the purchase decision of bathing soap by the sample respondents. Other factors such as fragrance of the product, easy availability of product, are also of greater importance while making purchase decision of bathing soap. Durability of product and packaging is also considered by the small number of respondents.
- Most of respondents like television advertising. Advertising on television can give a product instant

- reliability and reputation. Although other tools of advertising through radio, publication in newspaper, shop display can also be used to attract the consumers.
- An analysis of spending pattern towards personal care product shows the changing lifestyle and increasing purchasing power of rural consumer typically group of consumer having income level more than 30 thousands spent more on personal care product.
- The relation between packing size preferred and monthly income level of respondents is insignificant. Majority of respondents prefer medium size packing (50-100gm).
- The relation between spending pattern for personal care product and monthly income level of respondents is significant. The respondents from higher income group represent more purchasing power for personal care products.
- The relationship between gender of respondents and present level of satisfaction toward bathing soap is significant. This will give us opportunity to explore the requirement of male and female separately.
- The consumers are satisfied with product attributes and general attributes of bathing soap on a better scale.
- Most of respondents purchase the product from local shopping. Followed by 32% of respondents who prefers main bazaar to purchase the product.
- Godrej No.1 brand is mostly used by the majority of respondents. Godrej No.1 occupied the 1st place in brand ownership analysis with more marketing potential. Low price and easy availability of brand is making the brand more usable among rural consumer.
- The product related attributes of bathing soap namely quality of product, size of product, fragrance, performance of product, packing of product, durability of product, scientific feature of product, price of product, foaming and some general attribute availability of product, range of product, regularity of supply, proximity of retail shop, which effect the purchase behavior of rural consumer in terms of satisfaction level were identified.
- Majority of respondents (53.2%), more than a half of respondents are satisfied with product use, which show about their attachment and loyalty towards present brand followed by 18.4% of the respondents having neutral response towards bathing soap product means they forms the community of neither satisfied nor dissatisfied consumers.
- Family buying decision is important to purchase a brand in which all the member involved in purchase decision of brand.
- Advertisement is another factor, influencing to go for a brand. 20% of respondents are influenced by advertisement.
- Doctor advice is also another factor, 19.5% of respondents is influenced by doctor advice, followed by 16.3% of respondents takes self-decision while purchasing a brand.
- Friend suggestion is also influencing the purchase of 15.8% of the respondents, whereas less number of respondents 1.6% of respondents influenced with peer group suggestion.
- Majority of respondents purchase the products weekly. The count of weekly buyer is more than monthly buyer.
- Large number of respondents (47.4%) are brand conscious during the purchase of bathing soap, followed by 31.6% of respondents not brand conscious during the purchase. However the 21.1% of respondents are brand conscious sometimes during the purchases.
- 13.2% of respondents are dissatisfied with product uses showing their tendency to switch over to other brand. The count of highly satisfied customer is 23 out of 190, it constitute 12.1% of the respondents.
A small proportion of respondents (3.2%) are highly dissatisfied with the bathing soap use.

K. Suggestions

- Marketers should take care to acquire and access the customer by increasing satisfaction level towards product. Encourage customers for purchasing the product by sales promotion, advertisement through TV and other media techniques to take the product to a different level.
- Develop a competitively superior delivery system for removing the link in supply chain management and avoiding irregularity in supply of product. The focus should be on customer value by satisfying consumer's needs.
- The FMCG products are frequently purchased by the customer. Marketers need to follow trends of the customer and respond to the product development and innovation. The FMCG Products have changing consumption and demand pattern diversity should be added to product variety to satisfy the choice option of customer.
- Marketing research programs should be oriented towards developing an orderly and efficient marketing system. FMCGs sold in rural marketing should be focus on pricing rather than brand building and positioning.
- A holistic approach aiming to improvement and development of rural marketing by removing all weak links of marketing chain is essential.
- Region wise specific consumer profiles can be used to understand the characteristics of market.
- Price is important criteria for purchasing decision, so pricing strategy should be accordingly.
- Proper disclosure of terms of credit and price information will go a long way in building up confidence of the retailer and ultimately lead to good customer-retailer relationship.
- Low price products will be more successful in rural areas because of low per capita income of majority of consumers. Durability of the product is also important to customer.
- Small unit and trial packing should be introduced in order to bring down the price of goods.
- Maintaining centralized depots for stocking the inventory at satellite villages reduces the retailing cost. There can be a cooperative effort on the part of the manufacturer of consumer goods in rural areas in the manner of their distribution in term of channels of distribution and physical distribution.

- The package of product should be strong and be able to withstand rough handling.
- Durability of the product is of special interest of the rural consumer.
- It is essential that the sales person representatives make regular visit to rural stores.
- Marketers should run a school for educating retailers in the technique of salesmanship and gathering marketing data relating to consumer needs and preferences and reactions at the retailers level. Manufacturer and traders should adopt a code of fair trade practices.
- The malpractices of the rural retailers are the greatest constraints in the development of rural market. Rural retailer should try to improve their fair business practices.
- The first challenge is to ensure availability of the product. It is also a greater challenge to reach the product to the far-flung villages.
- Product need to be affordable to the rural consumer with low disposable income.
- Consumer shopping behavior should not be without guidance. They should insist on information with regard to product, price, quality and quantity. The consumers should not purchase off brands and inferior quality goods

L. Conclusion

The present study will enable the FMCGs marketers to leverage the hidden opportunities in rural markets. The marketers can gain insights into the findings mentioned in the study and accordingly frame marketing strategy to tap the consumer of Doaba region of Punjab in most judicious manner.

M. Limitations of the Study

- The sample size is 190 but for better generalization of data sample size can be increased.
- The study is conducted on the rural population thus reflects the views of rural consumers only.
- Convenience sampling technique was used to collect the data from the respondents which might not have truly represented the different strata's of the population.

N. Recommendations for the Future Research

- Majority of the respondents were selected from Jalandhar and Kapurthala district of Doaba region. It would be beneficial to extend the study to other adjoining district in order to assess the dimensions of consumer behavior of respondents in future studies. The opinion of the customer in other area will enable the researcher to compare and contrast the result between geographical regions and thereby better identify the generalization of these finding.
- Study is mainly focused on bathing soap and personal care product segment of FMCGs.
- Further studies can be conducted on other segment or category of FMCGs.

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