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**PURCHASING BEHAVIOUR OF RURAL CONSUMERS IN SOUTH INDIA WITH REFERENCE TO FMCG****DR. K. VENKATA JANARDHAN RAO****PROFESSOR****KAKATIYA UNIVERSITY****WARANGAL****SRIVALLI J****RESEARCH SCHOLAR****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY****HYDERABAD****ABSTRACT**

*Unlike urban markets, rural markets are difficult to predict and possess special characteristics. The featured population is predominantly illiterate, have low income, characterized by irregular income and flow of income fluctuating with the monsoon. Rural markets face the critical issues of distribution, understanding the rural consumer, communication and poor infrastructure. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution or the viable strategies that have to be adapted to tap the immense potential of the market. This study is done with the objective of identifying the impact of marketing strategies on FMCG (Convenience products) through their purchases. The correlation between the purchases based on product, price and promotion in the selected villages will be done. The study is done through sample survey by interview method. And the Convenient products like tooth pastes, bath soaps, shampoos are selected for this study. Findings will indicate the bases for purchases, and the marketing strategies adopted will also be studied. Brand preference is the key determinant in our study.*

**KEYWORDS**

rural marketing, marketing strategies, FMCG (convenience products), correlation, brand preference.

**INTRODUCTION**

Rural market of India has acquired significance, as the overall growth of the Indian economy has resulted into substantial increase in the purchasing power of the rural communities. More than 80 percent of the rural consumers depend upon agriculture and allied activities for their livelihood. With the new advent in the agricultural like the adopting to better cultivation techniques, better input materials, proper pricing and support from Government rural consumers purchasing power has increased than earlier. Technological developments are taking place in rural areas at a rapid fast rate as is in the urban areas. The disposable income in rural India has increased manifold in the last five years than the urban area. All these paved way for rural marketing. The Indian rural market with its huge demand base offers great opportunities to marketers. Two-thirds of countries consumers live in rural areas and almost half of the national income is generated here. The marketers therefore use various strategies to tap potential market for their products and services. The rural market has been growing steadily since the 1980s and, is now bigger than the urban market for both fast moving consumer goods and consumer durables. The number of rural households using FMCG products has grown; it is the clear indication that rural consumers are shifting from commodities to branded products. Mass products like soaps, hair oil and biscuits have good sales, and almost all companies are now relooking their strategy."

**LITERATURE REVIEW**

According to Pradeep Kashyap of rural markets Such as the belief that rural people do not buy brands. In fact, brand consumption, both national and regional, accounts for 80 percent of sales for FMCGs. The belief is that rural customers buy cheap products. In reality, they seek value for money and the rural market is a homogeneous mass. In fact, it is fascinatingly heterogeneous.

Rural marketing- a critical review', opine that dynamics of rural markets differ from other market types, and similarly rural marketing strategies also significantly different from the marketing strategies aimed at urban or industrial consumer. Rural markets and rural marketing involve a number of strategies, which include Client and location specific promotion, Joint cooperative promotion, Bundling of inputs, Partnership for sustainability (Dr Rajendra, N, Saiganesh and Asha). Miss Pirakatheswari, in her article, Rural marketing- a critical review' says that rural consumers are keen on branded goods now a days, so the market size for products and services seems to have burgeoned.

K. Velayudhan says that rural market consists of a set of 51 consumers who are located in rural area and who exhibit behavior that is different from the behavior of consumers in urban areas. The marketing issues and, therefore, the marketing decisions in serving the markets vary considerably compared to marketing for urban consumers. He also goes on to add that the use of geography to define rural markets is relevant from the perspective of a marketing manager. Rural markets require a different marketing approach because of variation in consumer behavior and income levels as also differences in macro and micro environment of consumers located in rural areas. The important aspects of the micro environment are the type of channels available in serving rural markets and also the type of media available to reach out to the rural markets. The type of infrastructure in rural areas has implications for marketers.

**SIGNIFICANCE**

Rural market is getting importance because of the saturation of the urban market. As due to the competition in the urban market, the market is more than or as saturated as most of the capacities of the purchasers have been targeted by the marketers. So the marketers are looking for extending their product categories to an unexplored market i.e. the rural market. The significance of this study is that to know the impact of strategies on purchases of FMCG in rural marketing. The marketer can identify the potential rural market and select the strategies to grab the market.

**OBJECTIVES AND HYPOTHESIS**

This research is conducted with a view to study the impact of marketing strategies on purchases of FMCG (convenience products) in the selected villages near and around Hyderabad Urban of Telangana to achieve the above objective the following hypothesis were framed.

- 1) The impact of marketing strategies on purchases not significantly different from Urban
- 2) There is positive correlation between villages purchases and Urban purchases based on marketing strategies.

**DATA BASE****PRIMARY DATA**

Data is collected by using semi-structured questionnaire through Interview.

**SECONDARY DATA**

Articles, project reports, survey reports were referred to for collecting information about the subject.

**SAMPLE**

The subject data is collected from 200 rural consumers in villages near Hyderabad Urban area of Telangana. One village (Village2) is 7 kms (population of 4000 to 4500) from the town and the other village (Village1) is 10 kms (population of around 2000) from the same town. Convenient sampling technique is used while selecting the respondents. Responses were taken by the questionnaire with interview. The questionnaire consists of the questions on purchases based on strategies like pricing, brand and promotion and their brand preference.

**TOOLS AND TECHNIQUES**

The analysis is based on the tool like correlation analysis, the technique like Chi-square test and inferences were drawn.

**ANALYSIS**

In this study the questionnaire consists of questions on purchases of FMCG (detergent cakes, bath soaps, tooth pastes, shampoos and tea powder) based on the strategies like brand name and logo, low price and good quality, availability of the product and advertisement.

In the two villages, the purchases of users are more for Rin advance in detergent cakes, Lifebuoy in bath soaps, Colgate in tooth pastes, Clinic plus in shampoos and Gemini in tea powder. The % users of different brands in these two villages were shown in TABLE-1.

In village 1 the purchases of FMCG products based on the selected strategies were shown in TABLE-2 and Village2 purchases were shown in TABLE-3.

**FINDINGS**

- In both villages the major purchases in detergent cakes were Rin advance, in bath soaps it is Lifebuoy, in tooth pastes it is Colgate, in shampoos it is Clinic plus and in tea powder it is Gemini.
- In village1 based on the strategy brand name and logo the bath soap purchases were more i.e. (24%), based on low price and good quality the detergent cakes purchases were (42%), based on the product availability detergent cakes purchases were (18%), based on word of mouth tooth paste purchases were (34%), based on TV advertisement bath soap purchases were (33%).
- In village2 based on the strategy brand name and logo the bath soap purchases were (26%), based on low price and good quality the detergent cakes purchases were (35%), based on the product availability detergent cakes purchases were (14%), based on word of mouth shampoos purchases were (24%), based on TV advertisement tooth paste purchases were (24%).
- Both villages are giving more preference to low price, good quality and TV advertisement.

**TABLE 1: % USERS OF DIFFERENT BRANDS IN TWO VILLAGES**

<b>Detergent Cakes (Users in %)</b>					
	Rin (advance)	ETA	XXX	Surf Excel(Rin)	Local brand
Village1	38	34	10	8	10
Village2	42	28	14	8	8
<b>Bath Soaps (Users in %)</b>					
	Lifebuoy	Santoor	Rexona	Medimix	Cinthol
Village1	38	30	16	12	4
Village2	40	34	12	8	6
<b>Tooth Pastes (Users in %)</b>					
	Colgate	Dabur	Close-Up	Farooki	Pepsodent
Village1	48	24	12	8	8
Village2	44	20	20	4	12
<b>Shampoos (Users in %)</b>					
	Clinic Plus	Chik	Meera	Karthika	Sun silk
Village1	40	20	20	10	10
Village2	44	16	24	6	10
<b>Tea Powder (Users in %)</b>					
	Gemini	Tata tea	Red Label	Lipton	Local brand
Village1	36	24	20	6	14
Village2	42	20	12	6	20

Source: Primary data

**TABLE 2 (VILLAGE 1 PURCHASES BASED ON STRATEGIES) Users in %**

Strategy /Product	Detergent Cakes	Bath Soaps	Tooth Pastes	Shampoos	Tea Powder
1) Purchases based on brand name & logo	5	24	6	10	12
2) Purchases based on low price & good quality	42	20	19	31	34
3) Purchases based on availability at that place	18	15	10	8	14
4) Purchases based on word of mouth	13	8	34	28	16
5) Purchases based on TV	22	33	31	23	24

Source: Primary data

**TABLE 3 (VILLAGE 2 PURCHASES BASED ON STRATEGIES) Users in %**

Strategy /Product	Detergent Cakes	Bath Soaps	Tooth Pastes	Shampoos	Tea Powder
1) Purchases based on brand name & logo	10	26	15	12	9
2) Purchases based on low price & good quality	35	21	24	30	34
3) Purchases based on availability at that place	14	12	10	9	11
4) Purchases based on word of mouth	13	11	17	24	14
5) Purchases based on TV	28	30	34	25	32

Source: Primary data

**HYPOTHESIS TESTING**

- 1) The impact of marketing strategies on purchases in village 1 is not significantly different from village 2.

TABLE 4

Product name	Chi-square value	Table value	Accepted/Rejected
Detergent cakes	3.52	9.49	accepted
Bath soaps	1.08	9.49	accepted
Tooth pastes	10.24	9.49	rejected
Shampoos	0.636	9.49	accepted
Tea powder	1.86	9.49	accepted

In case of all products except toothpastes the null hypothesis is accepted. That is there is no significant difference between the FMCG purchases of two villages due to the impact of marketing strategies.

2) There is positive correlation between village1 purchases and village2 purchases based on marketing strategies.

TABLE 5

Village1/Village2	Purchases based on brand name & logo	Purchases based on low price & good quality	Purchases based on availability at that place	Purchases based on word of mouth	Purchases based on TV
Purchases based on brand name & logo	0.3	-0.6	-0.1	-0.3	0.1
Purchases based on low price & good quality	-0.8	0.9*	0.5	-0.2	-0.5
Purchases based on availability at that place	-0.1	0.3	0	-0.9	0
Purchases based on word of mouth	-0.1	0	-0.8	0.9*	0.3
Purchases based on TV	0.7	-0.9	-0.1	-0.3	0.65

\* Correlation is significant at the 0.05 level (2-tailed).

TABLE-5 shows the relationship between the purchases of two villages due to the impact of marketing strategies. Horizontal values are village2 and vertical values are village1. It has been found that village1 purchases based on brand name and logo is positively correlated with village2 brand name and logo, TV advertisement. It has been found that there is significant correlation between the purchases of the two villages at the strategy low price, good quality and word of mouth.

## CONCLUSION

Indian rural markets are expanding faster than urban ones. Rural India with its traditional perceptions has grown up over the years, not only in terms of income, but also in terms of thinking. The rural market is not homogeneous. The individual sections of this market are not too big, although the overall size is large. There are Geographical, demographical, statistical and logistical differences. Positioning and realities regarding the potential of each of these market segments differ and lie at the very core of forming the strategy for the rural markets. Gone are the days when rural consumer went to nearby city to buy 'branded products & services'. The rural consumer is growing and this is an opportunity to grab the potential rural market.

In this study, it is concluded that the marketer has to select the suitable marketing strategy for rural market because the strategies will play major role on purchases. The strategy impact is there on the purchases of two villages but there is no significant difference between these purchases. Because on village is 7 kms from Urban and the other village is 10 kms from the same Urban area. It has been found that there is significant correlation between the purchases of the two villages at the strategy low price, good quality and word of mouth.

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