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A COMARATIVE STUDY OF ADVERTISING, SALES PROMOTION, STRATEGIES AND CHALLENGES IN FMCG OF RURAL MARKETING

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Abstract

The word "Rural" is so much associated with agriculture and farmers. Rural marketing is converting the purchasing power of rural consumer into effective demand for specific products and services and moving them to the people in rural areas to create satisfaction and a better standard of living. Beside food, health and wellness, hygiene and immunity boosting products are now at the forefront of consumer demand even in the rural market. The objective of the study states that; 1.To study the present scenario of rural market. 2. To study the major challenges and identify the opportunities available in the rural market. The hypothesis of the study states that; Ho 1: There is no association between age group and influence to buy the product.Ho 2: There is no significant relationship between average expenditure among male and female. Ho 3: There is no association between occupation and reason for buying. Methodology: primary data through collected using online questionnaires and secondary data through relevant website, research article and discussion. About 323 respondents where samples for the descriptive research with SPSS Software. Findings; Most of the male and female respondents are students and farmers including job holders, businessman and others, Most of the respondents are aware of ITC FMCG products and HUL FMCG products but, they are not much aware of Marico FMCG products. Hence, the conclusion of the study reveals that Rural people are aware of FMCG Products especially ITC FMCG products but, not many customers are aware of brands like Marico and Dabur.

Keywords: *Rural Market, FMCG, Rural Customers*

INTRODUCTION

The population of India has jumped 1.81 million during the 2001-2011 decade. According to the provisional data of Sensex 2011 India's population is 1.21 Billion. The Rural population stands at 833.1 Million households reside in 6, 49,481 villages. As of 2019, there's total of 6, 64,369 villages. The size of rural market itself indicates it's potential. The companies are looking for new opportunities as they are witnessing decline in their growth rates in urban markets due to market saturation and they do have huge, untouched rural Indian market.

FMCG sector in India's fourth largest sector with household and personal care accounting for 50% of FMCG sales in India. Growing awareness easier access and changing lifestyles have been the key growth drives for the sector. The urban segment is the largest contributor to the overall revenue generated by the FMCG sector in India. However in the last few years the FMCG market has grown at a fastest pace in rural India compared to urban India. Semi urban and rural segment are growing at a rapid pace and a FMCG products account for 50% of the total rural spending. Rise in rural consumption will drive the FMCG market. It contributes around 36% to the overall FMCG spending. FMCG urban segment witnessed growth rate of 8%, whereas, rural

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segment grew at 5% in the quarter ended September 2019. The retail market in India is estimated to reach US$ 1.1 trillion by 2020 from US$ 840 billion in 2017, with modern trade expected to grow at 20-25% per annum, which is likely to boost revenue of FMCG companies. Revenue of FMCG sector reached Rs.3.4 lakh crore (US$ 52.75 billion) in FY18 and is estimated to reach US$ 103.7 billion in 2020. FMCG market is expected to grow at 9–10% in 2020 but the third quarter of the financial year 2020 in India saw the lowest growth of the FMCG in the last seven quarters, with the growth being valued at a meager 6.6% there were multiple reasons attribute to this.

LITERATURE REVIEW

Rural Marketing is defined as managing all the activities involved in assessing, stimulating and converting the purchasing power of the rural consumers into effective demand for specific products and services moving them to the people in rural areas to create satisfaction and a better standard of living. (GDR 2019).

Since the 1980's the Mass Rural market was used to attract marketers in India.(PavankumarnehaDangi, 2013)742 million Indian consisting 138 million households reside in 6,38,635 villages(census 2001). The size of the Rural market itself speaks of its potential.(MD Rafiuddin and Dr.Badiuddin Ahmed 2011).It is not that easy to operate in Rural market because of several problems such as underdeveloped people and underdeveloped markets, traditional value and lack of proper physical communication facility(Nancy Gulaty, 2013).

In Rural Marketing local brands rule the market due to easy availability awareness and influence of retailers on consumers (Palel and Prasad, 2005). The companies are looking for new opportunities avenues, as they are witnessing a decline in their growth sales in urban markets due to market saturation and they do have a huge untouched and untapped rural Indian market (MD Rafiuddin and Dr.Badiuddin Ahmed 2011). The FMCG producer now realized that there are a lot of opportunities for them to enter into the rural market. The FMCG sector has been successful in selling products to the lower and middle income group (S.Jhon Mano Raj, P SElvarj, 2007). 53% of all FMCG and 59% of all consumer durables are sold in the rural market (PavankumarnehaDangi, 2013).

The FMCG sector has been successful in selling products to the lower and middle income groups over 50% of sales are made in rural India (Dr. Shailendra Yadav, Neelam Raju 2019). The FMCG industry covers the household items that you buy when shopping in the supermarket or pharmacy. Household products such as those used in cleaning and laundry over the counter medicine, food items and personal care goods make up the majority of the FMCG industry.

Advertisement plays a very important role to affect any high or low income group but expensive products and the reputation of advertisement did not affect the consumer buying behavior. Consumers were attracted and influenced by the flash of advertisement on the silver screen.(Kavitha T.c,2010).

Rural marketing has become the latest marketing Mantra of most FMCG majors. The rural India is vast with unlimited opportunity waiting to be tapped by FMCG hence the Indian FMCG sector is busy putting in place a parallel rural marketing strategy therefore a comparative study is made on growth opportunity and challenges of FMCG in rural market.(pavan Kumar, Neha Dangi,2013).

Nestle India to strengthen 'rural play', optimistic on festival season sales: The company said that the government's recent move to slash corporate taxes was a step in the right direction. It is looking to further bolster its presence in rural markets. Suresh Narayanan Chairman and managing director Nestle India said that, "Nestle India currently draws about 25 per cent of sales from rural markets". It expects rural contribution to increase to about 30-35 per cent in the next 2-3 years. It will strengthen its rural play by launching low priced packs and rural-focused innovations. (The Hindu, Business Line September 30 2019)

According to ITC in terms of food consumption, it has been witnessing encouraging demand for sunfast biscuits, bingo range of snacks and yippee, Noodles in the rural markets. Besides food, Health and wellness, Hygiene and immunity boosting products are now at the forefront of consumer demand even in rural market. ITC has launched its hand sanitizer pack priced at just 50 paisa to target this market (Financial Express, July 12 2020)

Over the past 20 years it has not only become a showcase project and an important part of ITC's agri-sourcing infrastructure, but also translated into higher incomes for farmers. Depending on who and where, the e-Choupal model has resulted in higher farmer incomes, anywhere between 70 per cent and 300 per cent; for ITC, superior market intelligence for commodity sourcing has resulted in 5 per cent lower costs. But these are the outcomes till 2016. (Business Standard, IshitaAyanDutt, July 22 2020) Many researchers have done this so, we are going to check it in our area of location i.e. Karnataka especially in North Karnataka.

OBJECTIVES

1. To study the present scenario of rural market.
2. To study the major challenges and identify the opportunities available in the rural market.

RESEARCH METHODOLOGY

Table-1: Representation of research methodology

Data collection method	a) Primary data: online questionnaires b) Secondary data: Research articles, relevant websites, Discussion.
Research Design	Descriptive
Sample Size	323 respondents
Population	Villages (Gundevadi,Tonasanahalli&Malingapur)
Sampling Unit	Male and female
Sampling Method	Convenience sampling
Statistical tool	SPSS and Excel
Type of Statistical tools	Descriptive Statistics, One sample T-test, Factor analysis, Independent sample t-test, Chi square test and Anova.

1. **Data Collection Method** :
   A. **Primary Data**: The type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. But in this study primary data is collected by Online Questionnaires by preparing in Google Form.

B. **Secondary Data**: These types of data are collected from the Existing data. But in this study secondary data is collected through research articles, relevant websites, Discussion etc.

2. **Research Design**: Descriptive research Design is defined as a research method that describes the characteristics of the population or phenomenon studied.
3. **Sample Size**: 323 respondents.
4. **Population:** Targeted towards the objective of research i.e. Villages (Gundewadi,Tonasanahalli&Malingapur)
5. **Sampling unit**: Male and Female
6. **Sampling Method** : Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents
7. **Statistical Tool**: SPSS and Excel is used for the research.
8. **Type of Statistical Tools**: Descriptive Statistics, One sample T-test, Factor analysis, Independent sample t-test, Chi square test and Anova.

HYPOTHESIS OF THE STUDY

Ho 1: There is no association between age group and influence to buy the product.

Ho 2: There is no significant relationship between average expenditure among male and female.

Ho 3: There is no association between occupation and reason for buying.

DATA ANALYSIS& INTERPRETATION

Reliability Test:

Ho: The questionnaire and the data collected are reliable.

Ha: The questionnaire and the data collected are not reliable.

Table 1: Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.671	6

Source: primary data

From the reliability statistic table we have Alpha 0.708 which is greater than 0.70 (0.708>0.70) hence accepted Ho that is the questioner and the data collected are reliable.

Table 2: Demography

Table 2.1-Age

Gender		Frequency	Percent
Male	15-25	107	65.2
	25-35	42	25.6
	35-45	9	5.5
	45&above	6	3.7
	Total	164	100.0
Female	15-25	116	78.4
	25-35	21	14.2
	35-45	7	4.7
	45&above	4	2.7
	Total	148	100.0

Source: primary data

Table 2.2 : Occupation

Gender		Frequency	Percent
Male	Student	99	60.4
	Famer	41	25.0
	Job holder	13	7.9
	Businessmen	9	5.5
	others	2	1.2
	Total	164	100.0
Female	Student	102	68.9
	Famer	22	14.9
	Job holder	14	9.5
	Businessmen	2	1.4
	others	8	5.4
	Total	148	100.0

Source: primary data

1. Retail shops in villages

Ho: Average shops in villages are 15

Ha: Average shops in villages are not 15.

Table 3: One-Sample Test

	Test Value = 15					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Retail_shops	-267.835	322	.000	-12.957	-13.05	-12.86

Source: primary data

From the above table t=-267.835 with sig=0.00 hence accept the Ha that is average shops in villages are not 15.

2. Expenses on FMCG products w.r.t Gender.

Ho: There is no significant relationship between average expenditure among male and female.

Ha: There is a significant relationship between average expenditure among male and female.

Table 4: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Spend_Money	Equal variances assumed	.339	.561	-4.161	321	.000	-.457
	Equal variances not assumed			-4.164	320.865	.000	-.457

Source: primary data

From the above table we have levene's test sig=0.561 >0.05 hence the sample have equal variance hence t=-4.161 with sig=0.561>0.05 hence, Ho is accepted i.e., There is no significant relationship between average expenditure among male and female.

3. Influence to buy the FMCG Products.

Ho: There is no association between age group and influence to buy the product.

Ha: At least one influencing factor differs in age group among the other influencing factor.

Table 5:ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.995	3	3.998	8.143	.000
Within Groups	156.630	319	.491		

Total	168.625	322			

Source: primary data

Age

TukeyHSD[a,b]

Influence_buy	N	Subset for alpha = 0.05	
		1	2
Price	189	1.31	
Advertisement	87	1.31	
Word of mouth	32		1.81
Retail display	15		1.93
Sig.		1.000	.889

Source: primary data

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 34.873.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed

From the Anova table it's found F=8.143 with sig value0.00>0.05 hence alternative hypotheses is accepted that at least one influencing factor differs in age group among the other influencing factor the evidence from the Tukey's homogeneous subsets explains 2 subsets are there in first group we find influencing factors Price and advertisement and in group 2 we find Word of mouth and retail display.

4. Reasons for Buying FMCG products.

Ho: There is no association between occupation and reason for buying.

Ha:There is an association between occupation and reason for buying.

Table 6: Reasons for Buying FMCG Products

Sl no	Hypothesis	Hypothesis Value	Sig Value	Acceptance
1	Ho: There is no association between occupation and Affordability for buying FMCG product.	58.993	0.000	Ha is accepted.
2	Ho: There is no association between occupation and Quality for buying FMCG product.	50.843	0.000	Ha is accepted.
	Ho: There is no association between occupation and Availability for buying FMCG product.	69.576	0.000	Ha is accepted.
	Ho: There is no association between occupation and Service for buying FMCG product.	78.068	0.013	Ha is accepted.

Source: primary data

1.From the Chi-Square test table we have Pearson chi square value i.e, 58.993 degree of freedom and P is 0.000 >0.05 so Ha is accepted.

2.From the Chi-Square test table we have Pearson chi square value i.e, 50.843degree of freedom and P is 0.000 >0.05 so Ha is accepted.

3.From the Chi-Square test table we have Pearson chi square value i.e, 69.576 degree of freedom and P is 0.000 >0.05 so Ha is accepted.

4.From the Chi-Square test table we have Pearson chi square value i.e, 58.068 degree of freedom and P is 0.000 >0.05 so Ha is accepted.

5. Reason For Buying

Table 7: Reason for buying

Component Matrix[a]	
	Component
	1
Reason_Affordability	.707
Reason_Quality	.884
Reason_Availability	.885
Reason_Service	.880

Source: primary data
Extraction Method: Principal Component Analysis.
a. 1 components extracted.

From the rotated component matrix table we have one prominent reason to buying FMCG products that is Availability.
Other factors need attention.
6. FMCG Companies.

Table 8: FMCG companies

Companies			
		Frequency	Percent
Valid	ITC	234	72.4
	HUL	42	13.0
	P&G	6	1.9
	Britannia	25	7.7
	Marico	1	1.2
	Dabur	12	3.8
Total		323	100.0

Source: primary data
From the data it is observed that 72.4% People know about ITC company, 13% people know about HUL, 7.7% people know about Britania and only few people know about other companies(P&G -1.9%, Marico-1.2%, Dabur-3.8%).

FINDINGS

1. Most of the male and female respondents are students and farmers including job holders, businessman and others.
2. Most of the respondents are aware of ITC FMCG products and HUL FMCG products but, they are not much aware of Marico FMCG products.
3. Most of the respondents buy FMCG products only when there is availability.
4. The influencing factor of buying FMCG product in rural market is Price then Adverstiment.
5. Most of the villages have retail shops 15 and above.
6. It is observe that 43.7% respondents spend below 200, 27.6% respondents spent 200-400, 18.9% respondents spent 400-600. 9.9% respondents spend 600 and more to purchase FMCG product monthly in rural area.

SUGGESTION

1. Most of the respondents are not aware of Marico FMCG products so, Marico needs to do more promotional activities.

2. Word of mouth places an important role in rural marketing all FMCG companies need to work on it.
3. To reach rural market companies need to have high involvement in creating products that are relevant to their needs.
4. Most of the rural customer purchase Sachets.
5. Money is of prime important for rural customers company should set affordable price for FMCG products.
6. Rural Costumers understand symbol and colors better so, Companies need to advertise their products in such way that rural customers can remember their brand.

CONCLUSION

It is concluded that rural customers are aware of FMCG products and most of the customers are aware of popular brands like ITC, HUL and Britannia but, not many customers are aware of brands like Marico and Dabur why because making availability of these brands and also there are more than 15 shops in rural area so with respect to supply chain management it is challenge for companies to reach the rural market but It is the high time for these companies to focus necessities for the Indian rural customers.

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l2FOycZbmTEcZLiSblJHcaIZxmiiRNUSk3PajHKTLQyLDi3zXPR8un8zGKMld~FxS6exc8OMo8dO88Nb1kUy~iT6gw9z0~YRWbjJAvEu1Y8KE1tXaocXaotGUJRA4~Qsaoc0AmdyV6tMFSXXN6KL4bsTNSXDHasxZQDx7oZaq7JUSBP1WFaYvsj3TmXUtH3n3Ljig__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

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