CHAPTER III
DESIGN OF THE STUDY

3.1. Introduction

The fast moving consumer goods sector touches every aspect of human life. This sector constitutes a large part of consumers’ budget in all countries. The Indian fast moving consumer goods sector began to shape during the last fifty years. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. With a near saturation and cut throat competition in urban India, many producers of fast moving consumer goods are driven to chalk out bold new strategies for targeting the rural consumers in a big way. This presents a tremendous opportunity for marketers of branded products who can convert the consumers to buy branded products. Many companies including multi-national companies and regional players started developing marketing strategies to lure the untapped market. The profit from the fast moving consumer goods is relatively very small and the selling is in huge quantities, which resulted in large profit on such products. The fast moving consumer goods companies have massive competition and they are forced to find new ways of making money. However, this is very difficult because consumers have different needs, different expectations and also a sea change in the standard of living and life styles.
3.2. Statement of the Problem

Material prosperity in the rural India due to the effect of liberalization and globalization resulted in increased production and improved transportation and communication facilities. Today, the rural market is blooming with the increase in the disposable income of the households. Increased investment in rural development has increased the purchasing power of the rural folks and it changes the rural consumption behaviour. Rural consumers vary not only in their behaviour and practices but also in conviction and belief. The potentiality of rural markets is said to be like a ‘woken up sleeping giant’. Cheaper-priced products specially packaged in sachets and small packs have triggered a demand upswing in the rural markets for branded day-to-day items.

However, where women are involved in purchase decisions in most of the product categories, women’s involvement in most purchase decisions was missing till lately. The rural woman does not get involved in the purchase decision of even fast moving consumer goods in the earlier days. Now the trend has changed and women do make purchase decisions especially for fast moving consumer goods brands. Though consumers are more dynamic, their taste and preferences are also changing; the rural women are finding various problems in selecting their fast moving consumer goods.
Rural marketing has become the latest marketing mantra for most of the FMCG companies because the true rural India is vast with unlimited opportunities. To gain competitive advantages, comprehensive marketing plans, programs and actions are directed towards the rural market with best match of their rural consumer for integrating in their life based on the rural marketing mix. A thorough understanding of rural women consumer behaviour would help in identifying different market segments and evolving suitable marketing strategies for effectively penetrating and thereby commanding a respectable share in rural markets. What are the factors that influence the rural women to purchase fast moving consumer goods? What is the level of awareness of rural women regarding fast moving consumer goods? How do they make purchase decisions? What is the level of post-purchase satisfaction of the rural women in regards fast moving consumer goods? And to what extent they have brand loyalty? These are the pertinent questions which shall provide answers to in this study. The present study will help the marketers of FMCGs to more effectively penetrate the markets. In this backdrop, this study is undertaken by the researcher to examine the consumer behaviour of rural women towards fast moving consumer goods in Cuddalore district.
3.3. Objectives of the Study

The main objective of the present work is to study the consumer behaviour of rural women in Cuddalore district with special reference to fast moving consumer goods. Besides, the following are specific objectives of the present study:

1. To find out the factors influencing rural women consumers to purchase fast moving consumer goods in Cuddalore district.

2. To study the brand awareness of rural women towards fast moving consumer goods in Cuddalore district.

3. To examine the purchase decision of the rural women towards fast moving consumer goods in Cuddalore district.

4. To ascertain the level of post-purchase satisfaction of the rural women in fast moving consumer goods in Cuddalore district.

5. To study the brand loyalty of the rural women towards fast moving consumer goods in Cuddalore district.

6. To suggest suitable measures for the effective purchase decision of fast moving consumer goods by the rural women based on the findings of the study.
3.4. Testing of Hypotheses

In order to examine the consumer behaviour of rural women towards fast moving consumer goods, the following null hypotheses have been formulated and tested.

\[ H_{01} \]: The socio-economic profiles of the rural women consumers will not have any influence on their acceptance level towards factors influencing to purchase fast moving consumer goods.

\[ H_{02} \]: The demographic profiles of the rural women consumers will not have any influence on their acceptance levels towards brand awareness of fast moving consumer goods.

\[ H_{03} \]: There is no significant relationship among the acceptance levels of the rural women consumers belonging to different demographic profiles towards purchase decision in fast moving consumer goods.

\[ H_{04} \]: There is no significant relationship among the post-purchase satisfaction levels of the rural women consumers belonging to different socio-economic profiles in fast moving consumer goods.

\[ H_{05} \]: There will not be any significant relationship among the acceptance levels of the respondents having different demographic profiles towards brand loyalty on fast moving consumer goods.
3.5. Operational Definitions of Concepts

Consumers

Consumers are individuals who are rural women and purchasing the fast moving consumer goods.

Consumers’ Satisfaction

Satisfaction denotes a set of attitudes about a particular thing. Thus, the term “satisfaction” for the purpose of the study connotes the attitude of rural women towards fast moving consumer goods.

Attitude

Attitude refers to the feelings, beliefs and opinions of the rural women towards fast moving consumer goods.

Post-purchase Behaviour

Post-purchase behaviour involves all the consumers' activities and the experiences that follow the purchase. Usually, after making a purchase, consumers experience post-purchase dissonance. In other words, they regret their purchase decision.
Brand Loyalty

Brand loyalty is the consumer’s emotionally-charged decision to purchase a specific brand again and again. The consumer perceives that the brand meets his expectations and identifies with the consumer on a personal level.

Brand Awareness

It 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.

Purchase Decision

A purchase decision process describes the process a customer goes through when buying a product.

Post-purchase Satisfaction

A response to a purchasing decision in which the consumer’s direct experience of the product or service matches or exceeds its expected performance.

3.6. Scope of the Study

The present study attempts to examine the consumer behaviour of rural women with reference to fast moving consumer goods in Cuddalore
district. The study is restricted to only 5 blocks of the Cuddalore district namely, Kattumannarkoil, Keerapalayam, Kumaratchi, Nallur and Mangalur. This study is confined to three fast moving consumer goods viz. toilet soap, detergent powder and noodles. In the present work, the most common aspects of consumer behaviour namely, information search, brand awareness, influencing factors to purchase, purchase decision, post-purchase satisfaction and brand loyalty in regards fast moving consumer goods are mainly emphasized.

3.7. Sampling Design

The study is confined to the consumer behaviour of rural women in Cuddalore district. There are 13 blocks in Cuddalore district as on December 31, 2014. In order to collect primary data for the purpose of the study, multi-stage sampling technique was adopted. At the first stage, top 5 blocks which outnumber in population were selected out of the 13 blocks of Cuddalore district. In the second stage, by adopting simple random sampling, from each block, 10 per cent of the villages i.e. 30 were selected out of the 5 selected blocks. In the final stage, from each of the villages, 20 rural woman consumers were selected on the purposive basis for the study. Therefore, the sample size consists of 600 rural women. The following table shows the sampling distribution of the study.
### TABLE 3.1
**Sampling Distribution**

<table>
<thead>
<tr>
<th>Name of the Block</th>
<th>No. of Villages</th>
<th>Samples</th>
<th>No. of Villages</th>
<th>Rural Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kattumannarkoil</td>
<td>55</td>
<td>5</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Keerapalayam</td>
<td>63</td>
<td>6</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Kumaratchi</td>
<td>57</td>
<td>6</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Nallur</td>
<td>66</td>
<td>7</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>Mangalur</td>
<td>64</td>
<td>6</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>305</strong></td>
<td><strong>30</strong></td>
<td><strong>600</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 3.8. Tools for Data Collection

This study is empirical in nature, based on survey method. As an essential part of the study, the primary data were collected from 600 rural women with the help of schedule. Taking into consideration the objectives of the study, a schedule was constructed based on Likert scaling technique. Pre-testing of schedule was done during December 2014, involving 25 rural women to know the relevance of the questions. In the light of pre-testing, necessary changes were incorporated in the revised schedule. The secondary data were collected mainly from journals, magazines, books and unpublished dissertations. The data so collected for the purpose of the study were edited, quantified, categorized and tabulated.
3.9. Period of Data Collection

As an essential part of the study, the primary data were collected for a period of 6 months from January 2015 to June 2015.

3.10. Framework of Analysis

In analyzing data, statistical tools such as student t test, analysis of one-way variance, analysis of co-efficient of variation, discriminant function analysis, multiple regression analysis and percentage analysis have been employed. The student t test and analysis of one-way variance were employed to find out the relationship among the acceptance levels of the rural women towards factors influencing the purchase, brand awareness, purchase decision and brand loyalty towards fast moving consumer goods. The coefficient of variation is employed to find out the consistency in the acceptance level of the rural women towards factors influencing the purchase, brand awareness, purchase decision and brand loyalty towards fast moving consumer goods. Discriminant function analysis is used to find out the items which predominantly discriminate between the respondents of nuclear family and joint family in terms of their level of acceptance towards factors influencing the purchase of fast moving consumer goods. Multiple regression analysis is used to measure the effect of personal variables on the rural women’s acceptance level towards factors influencing the purchase, brand awareness, purchase decision and brand loyalty towards fast moving
consumer goods in Cuddalore district. The student t test and analysis of one-way variance are employed to study the relationship among the post-purchase satisfaction levels of the rural women belonging to different socio-economic profiles towards fast moving consumer goods. The coefficient of variation is employed to find out the consistency in the post-purchase satisfaction levels of the rural women in fast moving consumer goods. Multiple regression analysis is used to measure the effect of personal variables of the rural women towards post-purchase satisfaction in fast moving consumer goods.

3.11. Limitations of the Study

The present study is concerned with the consumer behaviour of rural women towards fast moving consumer goods, rather than how it is reported by the manufacturers, intermediaries and urban women. During the course of the present study, the researcher faced many problems which were resolved to the desired level. However, these were very cumbersome and time consuming. The following are the main limitations of the study:

1. In any study having bearing on attitude of the respondents, incomplete and non-responses to some questions could not be avoided. However, considerable care was exercised in making the study as objective and systematic as possible.
2. The selection of a more representative sample would bring more illuminating and comprehensive database for decision making. The present study has the limitation of time and resources, usually faced by the researchers. It is confined to only 3 fast moving consumer goods and 600 rural women in a particular district. Hence, the findings cannot be treated as representative of the entire universe. Further, individual brands of the fast moving consumer goods are not studied in this study.

3.12. Scheme of the Report

The thesis is presented in six chapters.

The first chapter, “Introduction” presents the introduction, concept of fast moving consumer goods, FMCG sector in India, components of FMCG market, major players in the FMCG sector and women consumer behaviour.

The second chapter “Review of Literature” presents the previous studies related to the objectives of the present study.

The third chapter “Design of the Study” focuses on the statement of the problem, objectives of the study, hypotheses, operational definitions of concepts, scope of the study, sampling design, tools for data collection, framework of analysis, period of data collection, limitations of the study and scheme of the report.
The fourth chapter “Consumer Behaviour and Select Fast Moving Consumer Goods Market: An Overview” highlights the theories of consumer behaviour and highlights the present state of select fast moving consumer goods market.

The fifth chapter “Consumer Behaviour of Rural Women towards Fast Moving Consumer Goods” furnishes the profile of the sample rural women and their consumer behaviour towards fast moving consumer goods in Cuddalore district.

The final chapter “Summary of Findings, Suggestions and Conclusion” presents the summary of the findings of the present study and offers suitable measures for the effective purchase decision of fast moving consumer goods by the rural women.