Chapter 6

RESULTS AND FINDINGS

This section consists of attitude and behavior of rural consumers towards branded FMCG products. It is described as mentioned below.

6.1 Cosmetics

- All the respondents use the cosmetics in some way or other. Though cosmetics are not the part of bare minimum need, but still it has got a huge following among rural consumers. This is because the lifestyle is changing in rural area also.
- 100% females use lipsticks, blushers, eyeliners and nail paint. 95% of them are using moisturizing cream and cold cream whereas in comparison to women only 80% of men are using cold cream and moisturizing cream. 53.6% of them use the fairness cream.
- Fair and lovely is used most by the rural consumers as it is used both by male and females followed by Ponds and Lakme. However still due to the sentiments and unawareness of the consumers they are using unbranded products in case of lipstick. AYUR has got distinct image in rural areas being its cheap and is opted by 39.5% of the total sample population.
- 35% people say that they are using cosmetics once in 2 days. 33% of people say that they are using cosmetics on daily basis. If we add these two figures we arrive at 68% of the sample population using cosmetics very frequently.
- Discount and offers are the most influential factor which consumer of rural Punjab see followed by the prices of the product and then the brand image. Packaging and design is not at all considered.
- Television is the most used media to seek information, 85% of the respondents get information from it followed by word of mouth which is also influential factor for making purchase. Gifts also make a major part of Rural Punjab cosmetics awareness.
The most recalled brand is Ponds 30% followed by fair and lovely, it is so because the both the brands have established themselves into the market and are very old. Some people have those brand on their top of mind which even they are not using.

Major part of population says that they don’t change their brand. They stick to the brand which they are using.

Out of the 187 respondents who change their brand 42% respondents every 2-4 months, 35% people say that they change their brand every month. So it forms the major chunk of switchers.

Recommendation is the main factor due to which respondents change their brands followed by the changing trend. However celebrity endorsement does not influence the respondents to change their brand.

The most influential factor for sticking to a brand is its image followed by its price, the value which is obtained by respondent at such a price is unmatchable. However color and shape exert least to stick to a particular brand.

Ponds is the most used brand. However unbranded product are also not very far behind, this is because unbranded products are available at a very cheap price and easily available. Fair and lovely is also one of the most used brands.

Average number of people believes that the price of the brand which they are using is neither very high nor very low. It is somewhere around neutral.

Average number of people believes that the product differentiations of the brand which they are using are neither highly differentiated nor are very same.

Consumers prefer those brand which are often available and easily available from the market.

Promotion is moderately carried down in the rural area and it is the promotions which attract the consumers towards a particular brand.

Respondents are satisfied with the brand they are using as the mean score comes out to be 2.24.
6.2 Toiletteries

- 100% of the population is using soaps and toothpaste. This is because soap and toothpaste are part of bare minimum needs. And the frequency of using these toiletries is daily basis. Shampoo is not used by whole of the population. There is approx. 25% population that is not using shampoo (male and female both).
- There is a huge brand base for toiletries that rural people use. So it can be said that rural population is quiet aware of famous as well as niche brands. Though maximum brands are such, those who have been serving the society from time way back like Lifebuoy, Lux, Colgate etc.
- Discount and price are the most influencing factors for rural consumers to buy the particular brand. This is because income status of rural consumers is comparatively low than urban consumers. Brand image and advertising are also recognized as influencing factors by a large population base but after price and discount.
- Packaging and design of the container of the toiletry being used don’t allure that much so preference has not been given by consumers.
- Main source of information for rural consumers is television and secondly is the word of mouth. Also a considerable part of population gets information from local pop and mom stores.
- Brand which is at the top of the minds of rural consumers is COLGATE. After Colgate there are Lux, Lifebuoy and Close-up. This TOM analysis can be enchased by these brands easily.
- Rural consumers are also brand conscious. Major chunk of population (78%) doesn’t change their brand of toiletries.
- People who change their brand, does so at the maximum frequency of 2-4 months. Also there are people who change their brand every month. It is done due to recommendations from the early adopters, season and trend being the major influencing factors for changing of the brand.
- People who stick to their brand, is due to image of their brand. The second most reason for sticking to the same brand is its price. If price kept same and utility
6.3 Perfume Segment

- 58.5% respondents are using the perfumes rest 41.5% of the respondents are not using perfumes.
- 13% of male respondents are using perfumes while 18% of women are using perfumes as comparative to 37% of deodorants for males and 13% for females. Only 6% of males and 10% of females are using scents while no one is using the cologne product.
- Most recognized used brand in that context came out is Rexona followed by Axe.
- People frequently use their perfume product every single day.
- Lasting effect have the rank 1st so it is the most influencing factor for the consumer to buy the perfume brands. 2nd influencing factor is discounts and offers.
- Most open source is television and of course the advertisements being telecasted on it. Secondly, in rural areas salesman and word of mouth forms greater importance over here.
- When people recall their brand preference, Rexona comes at first. It is followed by Axe in the minds of people and Local brands also which is further followed by wildstone.
- 212 people out of 351 say that they don’t change their brand which they are using and on the other side we have 139 people who say that they change their brand depending upon various issues and points.
- 22% says that they change their brand between 2-4 months of period. 16% people say that they change every month.
- Factors that influence people to change their brands, we have “boredom” at the top. The 2nd most factor influencing the people is the recommendation.
- Lasting effect is the most influencing factor for rural consumers to stick to the brand. Secondly, the purpose and price as always, is the influencing factors being on 2nd and third spot.
- Brand which is used the most is Rexona closely followed by Axe.
46% of the respondents say that they are satisfied with the brand they are using. 14% population went neutral because they don't have any positive or negative perceptions regarding the brand. 25% said that they are highly satisfied and 10% said that they are dissatisfied. We have 5% people saying that they are highly dissatisfied but still they are using the brand.

6.4 Hair Oil

1. Hair oil is a part of everyday life of rural people and almost every individual in rural areas consumes hair oil. Hair oil can be found in every rural household.

2. As Indian rural market is very vast, so there is a scope for every company. Many hair oil brands are present in the rural markets of Punjab but the most prominent are Dabur, Bajaj and Marico.

3. There are three prominent brands in the rural markets of Punjab: Dabur Amla, Bajaj Almonds and Hair & Care. They have the highest market share. Parachute is also giving tough competition to the top players.

4. There are very few consumers who use hair oil once in the month or occasionally. Most of them are daily users of hair oil.

5. The rural consumers prefer small packaging. That's why companies are coming with sachet. Most of the consumers prefer 50-100ml packaging of hair oil. Small Packaging is preferred in rural areas.

6. Television is the most commonly used source for collecting information regarding branded hair oil. Word of mouth also plays important role in the rural market.

7. Availability and affordability are two very important factors in the rural markets of Punjab. The brand should be easily available in the market and the price should not be very high in comparison to the competitors.
8. Rural Consumers are brand loyal and most of them do not change their brand. In the research, it was founded that only 6% of the consumers change their brand and almost all of them do a usual wavier.

9. Consumers are satisfied with their specific brand in almost all aspects but they do not think that there is any difference in hair oil of different brands. They were not satisfied with product differentiation attribute of hair oil.

6.5 Overall Results and discussions

1. The study showed that rural consumers had high awareness regarding Lux, Lifebuoy, Dettol, Hamam and Nirma and it is moderate in case of Breeze, Pears and Rexona as far as bathing soaps are concerned. But regarding usage, Lifebouy is the most preferred brand followed by Hamam and Lux.

2. In toothpaste, consumers are much aware about almost all the leading brands available in the market but in case of use, Colgate has been found as the front runner followed by Close-up and anchor. Pepsodent is not preferred very much due to its high price.

3. Clinic Plus, Ayur Herbal, Sunsilk, Pantene, Clinic All Clear, Chik and Head & Shoulder are able to make a dent in the mind of rural consumers so far as awareness level of the shampoo brands are concerned but when usage part comes, it is the Ayur Herbal because of its price and followed by Clinic Plus which has been found as the most preferred brand.

4. In case of hair oil, respondents have significant awareness about almost all the leading national brands but the Dabur Amla is consumed most by the rural consumers followed by the mustard oil which is locally made and is available with many brand names. Parachute, Keo Karpin and Vatika are the other brands which are also consumed by the few respondents.

5. In case of cosmetics, Ponds is the most preferred brand as the price matches the needs followed by Lakme. Lakme Saloons are available
in every city near to towns and villages and make it close to the hearts of the rural consumers.

6. The skincare and fragrance have been found as the prime reasons for using bathing soaps. However meager number of respondents has mentioned that they use it for medicinal purpose or to enhance beauty. The study highlights that the cleanliness followed by freshness have been found as the primary motives for the purchase of toothpaste. Some of the respondents also purchase it for the purpose of protection from germs and whiteness value. Cleanliness has been found as the primary motive behind the purchase of shampoos. The very few respondents also buy it for removal of dandruff or hair conditioning. The study also gauges into the reason for buying hair oil and it is found that the respondents have been buying it for hair care and good looks.

7. The study gives an insight of rural consumers sticking to a particular brand once they are satisfied. It can be observed that majority of respondents have been buying their preferred brands for more than a year. The buying pattern of ruralites reflects their brand loyalty because in such category of products, the consumers can switch to other brands easily.

8. The study shows that majority of respondents spend more than Rs.400 on such products and almost equal number of respondents spend in between Rs.200 to Rs.400 whereas meager number of respondents have been found spending less than Rs.200.

9. It can be well observed from the study that quality has been the major factor behind the purchase of these items whereas advertisement and retailer’s influence also play a vital role in deciding about a particular brand. A small number of respondents also give weight to the lower prices when it comes to purchase. Any other factors like hoarding and mobile van etc. also has some significant effect on the consumers.

10. As far as sources of information are concerned, television is far ahead than the other sources. Newspaper also plays a significant role in imparting information to consumers probably due to their local edition. Retailers, radio and relatives are the other sources of information for
6.6 Overall Findings

The overall analysis of brand usage and its association with the certain demographic variables, motives behind the purchase, the factors affecting purchase decision of the ruralites and sources of information regarding major home and personal care products have helped in reaching certain conclusions. The following are the main findings thereof:

- As far as bathing soaps are concerned, Lux, Lifebuoy and Hamam dominate the rural market of Punjab. The similar kind of trend is also true in case of toothpaste where leading national brands like Colgate and Anchor have been found as the leader and Ayur Herbal and Clinic Plus has been the most consumed brand in case of shampoo. Dabur Amla and local brands of mustard oil are predominately used by the rural consumers in case of hair oil. Ponds and Lakme in cosmetics has made a mark in the heart of rural consumers.

- When it comes to the brand awareness level of the rural consumers, it has been found that they are fully aware of the leading brands in case of bathing soaps, toothpaste and detergent but it is moderate regarding few brands of shampoo, hair oil and washing soaps.

- It is traced from the study that primarily consumers buy these products for their prime utilitarian value than the peripheral aspects.

- It is also revealed that rural consumers stick to a particular brand once they are satisfied as they are using these brands for more than a year. It reflects their brand loyalty because in such product categories, the consumers can change frequently unlike the durables.

- It has also been found from the study that there is a clear association between income level and expenditure pattern regarding these products.

- The television has been the primary source of information
besides newspapers. They also seek information from their relatives and the concerned retailers. The study revealed that the rural consumers are very much quality conscious and consider the advertisement and retailer’s advice while deciding about purchasing a particular brand. They are also little cautious about the prices as well.

- The study highlights some very interesting aspects that whatever is the leading brand in all the products, that remains leading irrespective of any demographic variables be it income, education, age or gender. But with the increasing income and education level, the consumers were found using other sophisticated brands in that product category. The younger rural consumers have been found more variety seeking whereas the old aged consumers are stick to two or three brands