CHAPTER- 8
CONCLUSION
AND SUGGESTIONS

CONCLUSION:-

Following are the main findings of the present study:

➢ Rural marketing is comparatively a new concept in the arena of marketing. It is developing rapidly during the last two decades due to market forces and changing scenario of market in India.

➢ Due to high level production and liberalization in India’s economy there is saturation in Fast Moving Consumer Goods in cities. Therefore new battle field is rural market.

➢ Approx. 67% population of India (63.4% population of Meerut) is living in villages hence it constitutes a huge market for Fast Moving Consumer Goods.

➢ Attitude towards more consumption of Fast Moving Consumer Goods is increasing rapidly due to movement of consumerism.

➢ Brand awareness in rural area of Meerut is good especially for cheap and qualitative Fast Moving Consumer Goods.
Meerut with 1.81% population of U.P. and good literacy rate (76.31% in males and 54.12% in females) is one of important market for all companies engaged in FMCG.

Hindustan Lever Limited is leading company in the field of Fast Moving Consumer Goods in India.

In rural Meerut prosperity is more in comparison to other districts of U.P. and Hindustan Lever Limited is getting a major share of sales from Rural Area of Meerut ranked 5 in U.P. therefore rural Meerut is one of most fascinating future market for Hindustan Lever Limited

Hindustan Lever Limited is providing a large range of various product lines in Fast Moving Consumer Goods.

Hindustan Lever Limited makes separate strategies to win rural market.

Hindustan Lever Limited is one of the well-managed companies of the world, which always attempts to launch new quality products at competitive prices to its consumers.

Hindustan Lever Limited use scientific techniques for mapping consumer's expectation about price and quality of products.

Hindustan Lever Limited is facing challenges from other companies
like Nirma, KTC, P&G, and Colgate Palmolive along with local brands in rural area of Meerut.

- Attitude towards quality is more hence it may be a good future market for Hindustan Lever Limited.

- Hindustan Lever Limited also run special rural campaigns through SHG to raise prosperity and increasing sales for its products, for example operation Bharat.

- Hindustan Lever Limited also organize training and development programmes for its wholesalers and also provide guidance through its professional area sales managers.

- Consumers of rural Meerut are well aware (100%) about the products of Hindustan Lever Limited however, only 9% people know the name of the company.

- On the other hand Meerut is one of the most developed city of Western U.P. but there is lack of infrastructure broadly includes, roads, transport facilities, electricity etc. More over the roads if exist, their condition is poor. Still there are many parts totally untouched by the development. In such a scenario, the rural marketing concept appears unpromising.

- Sometimes the executives of company do not understand the consumer psychology in rural market, and it makes the planning
process all the more complex. Lack of awareness and understanding of consumer behavior in rural markets, creates problems in formulating strategies and planes for these.

- A product that is selling well in urban markets may not necessarily be a success in rural markets, the reason being the difference in the utility value of the product. For example the other variants of lifebuoy may still be categorized as luxuries in rural areas.

- The consumer must feel satisfied and benefited after paying the price for a particular product. It means worthiness feeling is very strong in rural belt of Meerut.

- One of the important factors affecting consumer's behavior in rural markets is the right to take the purchase decisions. In most rural families, it is the right to take the purchase decisions. In most rural families, it is the head of the family who decides what to buy and when to buy. Consequently, his purchase decisions are influenced by his own personality, traits, rather than the aptitude and perception of the actual consumers of Fast Moving consumer Goods.

- Nobody ever thought of developing the channels of distribution in rural areas till the focus of the executives shifted from urban to rural areas. Hindustan Lever Limited has separate distribution channel for rural India but there is need of refinement at micro level for more effectiveness.
SUGGESTIONS:-

On the basis of this research and the facts found during the research I make following suggestions:-

1. Company should focus on the products which it acquired from TOMCO e.g Rexona, Hamam which are still popular in the rural belt of Meerut. Company should ensure continuous supply of these products or if company do not want more these products in the market it must make an alternate strategy to replace its products with other similar products such as Breeze etc.

2. Wheel is the most popular brand in rural area of Meerut in the product line of washing soap and powder. Under this brand company should provide quantity with low price. Presently company low price products under this brand but other companies such as KTC (Brand Ghari) is providing more quantity at the same low price as Wheel.

3. In Meerut district Company has not whole sale dealers at Tehsil level they buy their requirements from the whole sellers established in Meerut. I suggest that Company should appoint whole sellers at the Tehsil levels also it will produce positive results for sales because these dealers will be able to give supply of the all product lines up to the last tail of the villages.
4. Company should not change their whole sellers very frequently within two or three years. It has been observed that in Meerut for last two-three years company changed its whole sellers very frequently specially in the product line of washing, bathing soap, washing powder and shampoo. Therefore, it is advised that Company should try to keep its distribution channel unchanged like as it has in Distt. Muzaffarnagar and Saharanpur.

5. For making popular its products in rural areas it is suggested that company should make its presence more in weekly Haats however presence in Melas is significant but in Haats it is very less.

6. Company lowered price of its shampoo sachets but the other companies are providing more quantity in the same price e.g. Chik and Ayur shampoo brands are providing more quantity of product at the same price. This strategy of competitors is affecting the sales of Hindustan Lever Limited. Therefore it is suggested that company should provide more quantity at the same low price to increase sales and face competition from others.

7. Like in other parts of country Hindustan Lever Limited should launch the scheme of Self Helping Group to increase sales in the villages of remote areas.

8. Performance in the product line of Salt and Vanaspati Ghee is not satisfactory in rural area. Other brands of Vanaspati Ghee such as
Jhula, Kalash, Pooja, Rath are more popular because their dealer margin is more and compatible cheap to customers with reusable attractive packaging. In the same manner there is need to make very penetrative strategy to increase sales of Salt Annanpuran in rural area.

9. In the product line of washing cake Rin is the most popular brand but the price are too much from the view point of rural area and in comparison to other washing cake. It is suggested that Hindustan Lever Limited should launch a low cost version of Rin.

10. To increase sales in remote villages company should start personal selling under the nearest dealer of Hindustan Lever Limited

11. Keeping in view the expectations of consumers and to beat competitors company should pay attention to increase sales of its brand DALDA in rural area. The surprising thing is that the villagers purchase vanaspati ghee by asking Dalda from nearby shopkeepers but they purchase any other brands such as Jhula, Kalash etc., due to less price and attractive reusable packaging i.e. plastic container in different shapes not in poly pouch form.

Hence it is suggested that the Hindustan Lever Limited should use attractive reusable packaging for Vanaspati Ghee in rural belt, which is now negligible stage in Meerut rural belt.

12. It is advisable that HLL should improve its distribution channel in villages either through its current stockiest/ wholesalers or by setting
up a new distribution channel for rural areas. Because it is normal complain of shopkeepers that they are not receiving goods with in time.

13. 62% rural people purchase products of their daily use on the words of shopkeeper Hindustan Lever Limited must launch an incentive plan for rural area shopkeepers for increasing the sale of its products.

14. It is observed during the study that approx. 62% rural people like promotion scheme under which they get another product free on the buying of one product, hence it is advisable that company should prefer to use this promotion scheme rather than others.

15. Product vim bar as medium of dish washing is popular in Villages specially after the advertisement in which Rajpal yadav advised to use it.

Another complain in this regard is that small of vimbar remain last longing after washing and it need more water for wasing dishes. There fore company should improve product.

16. At the micro level, the strategies will have to be designed with regard to the marketing mix of the product to improve the organizational performance in the market, however to the some of extent Hindustan Liver has been following this technique successfully in shampoo and soap segment now there is need to apply in other product segments also.
17. With regard to communication, the messages being communicated are influenced by western culture, to which the rural consumer is alien. The messages to the rural market should be such in a manner that they must be familiar to rural culture.

18. With regard to attitudinal problems, the consumer behaviour in rural belt markets should be understood. However in order to do this the marketing personnel should have thorough knowledge of the concepts and techniques of studying behavior. In this context, special training and development programme should be conducted by the organisations with the help of local or nearest wholesaler dealers aiming on developing analytical & behavioural skills. Concepts like transactional analysis, Cultural Analysis, and inputs on attitudinal surveys should from the major contents of such training programmes.

There is hope that the suggestions given above will be useful for the whole sale distributors, area sales manager of Hindustan Level Limited as well as for Hindustan Level Limited company also. This research work will also allure to other students for gaining knowledge with reference to rural marketing too.
APPENDICES

Appendix 1 - Questionnaire for Consumers
Appendix 2 - Questionnaire for Dealers
Appendix 3 - Result of Consumer Behaviour (Graphical Presentation)
Appendix 4 - Data Analysis of Rural Sales of Various Products of Hindustan Lever Limited in Meerut (Graphical presentation)
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