Chapter - 1

Introductory Framework, Review of Literature and Methodology
1.1 Introduction

Market structure in India is dichotomous, there are two extreme end markets namely urban and rural market. The Indian rural market with its vast size and demand base offers great opportunities to Companies. The rural market consists about 724 (about 12% of world population and 70% of Indian population) million peoples living in 6,38,000 villages over an area of approximately 32,00,000 sq km of land spread across 35 states and union territories. It has more than 18 languages and 850 dialects, with the accent changing distinctly from region to region within the states. So is in the case with food habits, culture, income levels, literacy, and the exposure to media.

In terms of number of people, the Indian rural market is arguably almost three times larger than its urban counterparts and possibly the largest untapped market in the world. The rural economy contributes nearly half of the country's GDP which is mainly agriculture driven and monsoon dependant. More than 50 percent of the sales FMCG and
Durable companies come from the rural areas. The Indian market is undergoing vast changes especially after economic liberalization and globalization. The Indian rural market is grown in size and demand base offer great opportunities to the companies.

As per the National Council for Applied Economic Research (NCAER) study, there are as many 'middle income and above' households in the rural areas as there are in the urban areas. There are almost twice as many 'lower middle income' households in rural areas as in the urban areas. At the highest income level there are 2.3 million urban households as against 1.6 million households in rural areas. According to the NCAER projections, the number of middle and high-income households in rural India is expected to grow from 80 million to 111 million by 2007. In urban India, the same is expected to grow from 46 million to 59 million. Thus, the absolute size India is expected to be doubles that of urban India.

The McKinsey report (2007) on the rise on consumer market in India predicts that in twenty years the rural Indian market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost four times the size of today's urban Indian market and estimated the size of the rural market at $577 Billion. It is
only natural that rural markets form an important part of the total Indian market.

The Census of India defined urban India as - "All the places that fall within the administrative limits of a municipal corporation, municipality, cantonment board etc or have a population of at least 5,000 and have at least 75 per cent male working population in outside the primary sector and have a population density of at least 400 per square kilometer. Rural India, on the other hand, comprises all places that are not urban. A marketer trying to market his product or service in the rural areas is faced by many challenges; the first is posed by the geographic spread and low population density in the villages in the country. The table below gives us the population and village size details in the country.

Table 1: Rural Population Statistics

<table>
<thead>
<tr>
<th>Population</th>
<th>Number of Villages</th>
<th>Percentage of total villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 200</td>
<td>114267</td>
<td>17.9</td>
</tr>
<tr>
<td>200-499</td>
<td>155123</td>
<td>24.3</td>
</tr>
<tr>
<td>500-999</td>
<td>159400</td>
<td>25</td>
</tr>
<tr>
<td>1000-1999</td>
<td>125758</td>
<td>19.7</td>
</tr>
<tr>
<td>2000-4999</td>
<td>69135</td>
<td>10.8</td>
</tr>
<tr>
<td>5000-9999</td>
<td>11618</td>
<td>1.8</td>
</tr>
<tr>
<td>10000 &amp; above</td>
<td>3064</td>
<td>0.5</td>
</tr>
<tr>
<td>Total</td>
<td>636365</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Census 2001
The second challenge is from the low purchasing power and limited disposable incomes in these parts of the country. But this has been changing in the last few decades with agricultural growth rate faster in the 1990's and 80's than the 1970's (CMIE 1996). Green revolution through the introduction of hybrid seeds, fertilizers and systematic irrigation had a major impact on agricultural productivity, and combined with it was a price policy which ensured minimum support price, and in turn insulated the farmers from market risk, cheap input policy and a stable demand. These all lead to a quantum jump in the incomes of farmers in the country. Initially the impact of green revolution could be seen only in the prosperous agricultural states of the country but now slowly its influence has spread across the country with the increase in irrigation. Though the income levels overall are still very low there are many pockets of prosperity which have come up in the rural areas in the country. The rural market is characterized by large number of population highly scattered over a wide geographical area, with low level of income, low purchasing power, over all social and economic backwardness leading to low standard of living. One of the important characteristic is that it is largely agriculture oriented.
Rural market is getting an importance because of the saturation of the urban market. As due to the competition in the urban market, the market is more 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.

In recent years, rural markets have acquired significance in India as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of the green revolution in India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has taken shape. Sometimes, rural marketing is confused with agricultural marketing the later denotes marketing of produce of the rural areas to the urban consumers or industrial consumers, whereas rural marketing involves delivering manufactured or processed inputs or services to rural producers or consumers. It may of significance to give a broad framework of rural marketing in India. One framework of visualising rural marketing is the flow of goods from urban to rural, rural to urban and flow of goods with in the rural areas i.e. from rural to rural and
other framework which defines the marketing as the transaction namely
(1) participants (producers, sellers, facilitators, regulators, buyers and
consumers) with their utility functions, (2) products (goods, services
and ideas). (3) Modalities (place, time, ownership, utilities roles of
participants, the organization of participants and terms), (4) norms
(formal and informal rules governing the behavior of the participants in
the transactions and its influence on the subsequent transaction and
relation between the participants). In the study of rural marketing in
India, these two frame work i.e. domain of rural marketing and the
dimensions of the transactions can be combined with an advantage to
decipher the state of art of rural marketing.5

The rural marketing may broadly be categorized into the two
following sub-markets. 1. The market for consumption goods 2. The
market for agricultural and other investment goods, the various surveys
of national sample survey (NSS) showed that rural market has a vast
potential.

1.2 Review of Literature:

India is fast emerging on the world map as a strong economy and
a global power. The country is going through a phase of rapid
development and growth. All the vital industries and sectors of the country are registering growth and thus, luring foreign investors. and this waves of rapid development also affecting Rural India. Before the liberalization of Indian economy the industry people were not more concern to the Rural India and there were several misconceptions and myth was attached with nature of rural markets and rural people but since the last one and half decade the realization of potential of rural markets had started. D.K. Bose (2007) has emphasis in his speech on the theme Annual Management Conclave “Each of us should make Rediscovering Rural India our life’s mission”. Mr. Bose, an expert in rural media planning and communications debunked some of the commonly held myths that urbanites harbor about rural India and gave interesting insights into the rural consumer and the nitty-gritty of rural marketing and threw light on the commonly held myths about the rural consumer in the mind of the urban marketer.

Rural is not a mass: It is common for us to think of rural India as one aggregate mass of people that behaves in the same way. But this notion needs to be done away with particularly for a rural marketer. Rural India should be understood from the different economic and socio-cultural segments that thrive in it.
Rural is not individualistic: Unlike the urban consumer who is individualistic, rural consumers tend to make decisions as a community. Communities of youth, women and professions are important influencers of particular buying decisions.

Rural is not illiterate: The rural consumer is not illiterate when it comes to his needs and buying decisions. He exhibits a strong visual literacy and associates with brands through their "visual touch". Mr. Bose gave the example of "LifeBuoy" soap which is much better known as "Laal Saabun" in the villages.

Rural women are not confined to their homes: Women in India enjoy increasing economic power and are a major influencer in the purchase of household articles, particularly FMCG brands. They are perceived as the custodian of the family's health and hygiene. Prahlad, C.K (2007) in his book "The Fortune at the Bottom of the Pyramid" rightly emphasis that we should stop thinking the poor and rural people as a victim or as a burden rather we should start thinking them as resilient and creative entrepreneurs and value conscious consumers if we are able to change our orientation and we makes our business and marketing and product strategies rural oriented then a whole new world of opportunities will open up. L.K Vaswani,
et al. (2005) have suggested that to bridge the gap between the rural and urban marketing strategy agriculture and rural enterprises need to be linked to rural and/or urban markets through 'minimizing market resistance to rural products' and 'maximizing market orientation of rural enterprises'.

Though almost all, the industrialist and market research companies, economist, government and academician, are agree that the rural markets have great potential but it is not still as developed as urban market even it has so much of future prospect. There are so many reason may responsible for that one of the factors which differentiates Rural market Badi, Ravindernathan V. et al. (2004) are as dynamics of rural market, its unique structure and the peculiarities of distribution channel demand that rural marketing should be taken care from different perspective. The main problems faced by rural consumers which generally are not faced by their urban counterpart are as: (1) Transportation (2) warehousing (3) communication. The rural market is totally virgin for some products and has vast potential for the marketers to capitalize its untapped potential but the problem of this highly fragmentized market is not only confined only to the lacking of infrastructure and related to distributions channel but other
Velayudhan, kumar, Sandal (2002) critical issues in Indian rural market, insights into rural consumer behavior and the rural institution of the retailers, haats melas and reveals that the marketers has to invest to develop a separate marketing programme to meet the rural consumer needs, and can use the use the mass marketing or niche marketing to tap the potential. Kashyap, Pradeep and Raut, Siddhartha (2006), has also emphasized to use haat and mela as a distribution channel for marketers but along with them the marketers should also concentrate on the communication channels to market and to make aware the prospective consumers about their product Basu Purba (2004) to tape the in there article the author narrates how mass media have come in handy for FMCG companies to promote their products in the rural market. Various strategies adopted by the retailers to attract the customer are discussed. The need for the product availability, enhancing awareness and increasing the buying power of the real customers is emphasized and also explains that the product availability can affect decision of brand choice, volume, and market share. Creating awareness through advertisement, which touch the emotions of rural customer can derive in big sales. Marketers are concentrating on tapping the untapped buyers who have tremendous
purchasing power. Bala, Krishna. P and Siddarth, B. (2004) discussed the marketing strategy for rural market which is based on 4-As approach (availability, affordability, acceptability and awareness) as the rural market for FMCG product is growing much faster than urban counterpart with vast size of demand base offering huge opportunity which MNCs cannot afford to ignore. Sakkthivel, A. M and Misha, Bishnupriya. (2005) the authors have thrown light on the FMCG products in small packets (sachets) as they have concluded sachets zing is bold more by FMCG marketers to motivate rural consumers to try new products. They give emphases on sachets as a promotional tool for modifying buying behavior and it facilitated rural consumer to try new products. Sarath, T and Narayan, R Lakshmi(2004). the authors says that there is a huge market potential in the rural market and vital for development for most companies and improving communication network will give a huge fillip to the rural economy. He also pointed out that, lack of infrastructure and uncertain income of the rural consumer are some of the major challenges faced by the rural marketers, which could be triumph over by the joint efforts of the govt and NGO by developing the village and produce tailor made products for the rural consumers, which suit the rural market. Halan, Deepak.
the author is in opinion that the regional; specific media, melas, developing regional massages and demonstration facilitate the process of creating brand awareness and also emphasizes that besides offering products that are specially cater to the need of rural consumer, marketers need to understand that capturing rural market involve focusing on low price products. Parikh, Darshan (2004) has thrown the light on the communication and promotion in rural India. And asserted that there is a lack of communication and promotion in rural India, which can be overcome by using appropriate designs and media mix strategies, like communication through radio and T.V, use of local promotional tools like wall painting stalls, hoardings etc. And tailor - made communication should be used according to linguistics and social and cultural difference. Manjunatha, K. (2004), has studied the classification and significance of rural market and the strategies adopted by the companies for rural marketing. And evaluated that there is significant difference between the rural and urban market in every respect and there is a huge market potential in rural market. It is growing at least 5 times the rate of urban market, and therefore it is the market for truly creative marketers. Naidu, Krishna. Y (2004) has made an attempt to evaluate the consumer awareness in the rural
market, under two heads first is consumer movement and second is consumable (FMCG and Durables) and found that the awareness of rural consumer about the consumer movement can not be measured directly in quantitative terms as the are qualitative in character and they are moderately aware of the consumer movement and the consumer are highly aware of the consumables (FMCG and Durables) and brand makers should discuss the strategies positively to exploit the emerging potential in the rural market. Gopalakrishna R (2005) has thrown a light on the village market. And asserted that the village market provide a huge opportunities for the entrepreneurial investment. A public or private investment in promotion and marketing at least three times as large as the investment in the technological development. Sarvada, W.K (2002). has studied on consumer behavioral aspects such as place of buying, frequency of purchase, branding deciding in the family , buying motive, shopping behavior of rural consumers and durability of goods selection of brands etc. And observed that the role of husbands in the family purchasing decisions in various items was comparatively less than of housewives and the buying behavior in general and buying decision in particular in rural areas is influenced by the factor like price, availability of the products. Parikh, Darshan
has thrown light on the communication and promotion in rural India which can be overcome by using appropriate designs and media mix strategies like communication through radio and T.V use of local promotional tools like wall painting, stalls etc. and tailor-made communication should be used according to linguistics and social and cultural difference. **Manjunathan .K** (2004) studied the classification and significance of rural market and the strategies adopted by the companies for rural marketing and evaluated that there is a great significance difference between rural and urban market in every respect and there is a huge potential in rural market. It is growing at least 5 times the rate of urban market, and therefore it is the market meant for truly creative marketers. **Arun kumar .S and Madhavi.C** (2006) has studied the consumer behavior pattern of the rural consumer for FMCG products and assorted that rural marketing is not fully enchased by the marketers, FMCG products could significantly increased their market share by extending attention to the rural areas and untapped sources could be easily reached by the FMCG manufacturing. **Naidu , Krishna .Y** (2004), this article the author has attempt to evaluate the consumer awareness in rural market under two heads first is consumer movement and second is consumable (FMCG and durables) and found that
awareness of rural consumers about the consumer movement (is qualitative in character and can not be measure in directly in quantitative terms) are moderately aware and the rural consumer are highly aware and consumable (FMCG and durables) and the brand marketers should discuss the strategies positioned to exploit the emerging potential in the rural market Lokhande M. A Rural marketing (2003) in his article the author has attempt to probe into the buying habits, brand loyalty, and behavioral change’s of rural consumers and asserted that the rural customers purchase required goods from retail shop with in the village therefore distributional channel should be made effective and efficient in rural areas. Consumer awareness must be created by way of imparting consumer education. The marketer should concentrate on the branded goods. Bhattacharyya, kaberi (2007) in his has stated that growing saturation of urban Market has compelled the corporate houses to look in the immunes potential of rural India for their survival of and future prosperity the marketers are besieged by the problems of one kind or another when they venture into the rural areas. However, in determination, sincerity and innovation lie the fruitfulness of rural marketing strategies, with liberal doses of infrastructural development
thrown in Dexit.Kavaldeep (2007) has examine the Indian rural scenario, the growth contributors, the challenges and the opportunities for marketers and the marketing strategies that can be used effectively harness the enormous potential of this dynamic market and concluded that the companies have to be innovative and sensitive while formulating marketing strategies for rural market. Traditional urban marketing strategies will have to be modified as per the demand of the rural market. Companies should join hands with the government to expand rural market, by creating economic activity in the villages through micro enterprises. Thirulogachander.M. (2006), has thrown a light on a small segment of consumers by satisfying their specific need. And concluded that the companies with the first mover advantage will gain in each segment, but it is the player with the unique positioning in each segment, who will lead the market. Tamlurkar.Venkatesh. (2006) has given a sweep of Indian rural scenario for marketer, income available with this segment, the approaches of marketing that marketers can use and the enormous potential in this segment for the marketers, and accomplished that only those companies can win the rural consumers, who can understand the rural psychology, and bring out innovative products, which can serve their needs. Upadhyay, Yogesh and
Singh, Shive Kumar (2003) have made an attempt to analyse the marketing strategy of corporate in rural areas. The researcher has drawn main focus on the use of one "P" of marketing mix i.e., the product, to penetrate in the rural market by various companies in India. Bishoni, V.K and Kumar, Sanjeev (2003) have made an attempt to find out the demography and deduced that the rural society is changing at a very fast pace, and are of rural consumer of Haryana. The have studied the income, occupation, age, education and gender profile of rural consumers. more open than before to adopt a new environment. Panday, V.K and Prabhakar, Rajeeve (2003) have thrown a light on the hindrances which may come in the process of rural marketing in India, as absence of information about the buying pattern of rural consumers, problems of classifying rural population on socio-cultural basis, calibrating the scales, usage of proper language in marketing research.

The rural consumers are discrete unlike the impulsive urban counter. They give more stress on the value for money, so the marketers need to diversify their strategies, promotional and distributional strategies, pricing strategies have to be adopted in accordance with rural market information technology.
1.3. Research Gap, Need and Importance of the Study

Although there have been several volumes of work on the rural market and its related dynamics, the study at hand proposes to upgrade information on the subject and the associated objectives. In fact a sea change in rural dynamics has surfaced and reported at various places in particular, post liberalization, privatization and globalization phase in the Indian economy. Quite Expectedly if the urban market experiences changes along different dimensions, it is not expected that the rural markets, would remain unaffected hence such studies are required to be undertaken on intermittent basis to bring forth the facts before the academia, industry as well as to the practitioners to enable them revise their approaches and strategies towards rural market and rural marketing.

Furthermore, a survey of this kind is not done in the western uttar pradesh region in particular in Aligarh district and its adjunct outskirts and hinterland. The output of this survey is of plenty of benefit and help to the academia and practitioners on the subject.
1.4 Objectives of the Study

The present study has been undertaken to examine and evaluate the problems of rural marketing in fast moving consumer goods sector of India. The whole study aims at achieving the following objectives

1. To understand the concept and domain of market in rural India.

2. To analyze the rural marketing environment in India.

3. To evaluate and analyze brand awareness and brand usage in rural market.

4. To analyze buyer’s behavior in the rural market in terms of reasons that motivate or constrain them from purchase of branded items.

5. To explore the brand image rural consumers hold of the brands they use.

6. To explore the source of information on brands rural consumer have.

7. To study and examine the rural marketing mix strategies relating to Product, Price Distribution and promotion.

8. To suggest strategies for effective marketing in rural areas.
1.5. **Hypothesis of the Study**

Keeping in view the above objectives of the study, the following hypotheses have been developed for the verification and conformation

*Hypothesis-1:* "The null hypothesis of the study (Ho) assumes that the difference in consciousness towards national branded products in FMCG between the rural and urban market is significant. On the other hand, the alternative hypothesis (H₁) assumes that the difference in consciousness towards national branded product in FMCG between the rural and urban market is insignificant”.

*Hypothesis- 2:* "The Null Hypothesis of the study (Ho) assumes that the rural market is not as sensitive towards price of FMCG products as the urban market whereas the alternative Hypothesis of the study (H₁) assumes that the rural market is more sensitive towards price of FMCG products than the urban market.”

*Hypothesis- 3:* "The null hypothesis (Ho) assumes that there is a large difference between the brand image perception of the urban market consumer with that of rural market consumers whereas the alternative hypothesis (H₁) assumes that there is not much difference
between the brand image perception of the urban market consumer with that of rural market consumers “

The Hypothesis- 4:– “The null hypothesis (Ho) assumes that the non availability of FMCGs does not affect consumption in the rural market adversely whereas the alternative hypothesis (H1) assumes that the non availability of FMCGs does affect consumption in the rural market adversely”.

1.6. Nature and Methodology of the Study

The nature of this study is characterised by the following features:

(1) It is a social research.

(2) It is exploratory.

(3) It has an applied bias.

It is a social research: Considering the broad classification of researches we put this project into the social research category. It aims at obtaining the information on market and removing the confusion about the behaviour of rural customers of cosmetics and allied products. Marketing itself is a social process, since it is having a human aspect and is resulted by the complex, social behaviour. The management of marketing is also social oriented and leads to the
improvement of quality of life and supplies better amenities to man in keeping with the growing and varied requirements of the society.

Being a social research it tries to identify the complex human behaviour and the set patterns in it. A social research may not be as precise and accurate as researches in physical sciences in making predictions. However the human intelligence has lead to the development of logical and systematised techniques being reasonably accurate in studying social phenomenon. Individually human being may be unpredictable but collectively they tend to be reasonably accurately predictable. Advancement in social research methods has increased the accuracy of predictions considerably.

It is exploratory: The approach of the study is exploratory in the sense that it is mostly, directed towards identifying the various characteristics of the market and the create observations conducive to further study. This approach is generally followed for new areas of investigations where the problem itself may not be very clear and is needed to be diagnosed. The domain of the research is also required to be reasonably wide but properly specified.

The exploratory nature has necessitated keeping the coverage of
the study wide enough to cover all marketing aspects. Had it not been
the case, the scope could have been kept very narrow and only one
aspect of marketing could possibly have made up an elaborate and
voluminous project.

*It has an applied bias:* A research in marketing is required to have a
bias for application as D.S. Tull and D.I. Howkins state in the very first
line of their book Marketing Research: "Marketing research serves a
single purpose that of providing information to assist marketing
managers and the executives to whom they report to make better
decisions'.

Therefore in spite of keeping the study wide enough and
exploratory in nature an attempt has been made to relate each aspect of
the study with a managerial decision based on it. Each of the
hypotheses is related with a management action. This enhances the
value of the project beyond the pure academic one. It has specially been
mentioned in the objectives of the study that it will provide useful
guidance to the rest of the business community in respect of the
emerging opportunities in the field.

It relies on empirical evidence: Relying on experience and
observations is always preferable over relying solely on theory; and especially when the available information is insufficient, the empirical study is the only way to get it.

In this particular case also, the lack of the information in rural markets has been the main reason for preferring an empirical study. An extensive survey of the rural areas Aligarh (Western U.P.) India has been conducted and it is expected that its results may necessitate the changes in the presently held opinion and help in building new theory altogether.

1.6.1. Features of the Survey

When secondary data sources do not provide sufficient data, primary data may be collected. Survey method is the most common method of collecting primary data for marketing studies. Survey is concerned with the administration of questionnaires of interviewing with the group, we want to study. We call them respondents.

An advantage of this approach is that it brings the researcher and the respondents face to face and their cooperative efforts help to build up a better research study. Personal contact enables the researcher to use his intelligence to elicit precise information from them and analyze
the data in the light of his experience. In face it establishes a liaison between the research laboratories and field situations and stimulates research both ways.

This approach involves considerable time and effort in field investigations and requires sampling, questionnaire design, questionnaire administration and data analysis. The approach that has been decided to be use in this survey is structured and direct using personal interview method.

To have homogeneity in the survey in all the interviews throughout the segments, a structured method has been used. To cover a geographical region extending to the outskirts and hinterland, an unstructured method would have been difficult and unjustified too. A structured method also makes the generalization and prediction easier for the whole population.

Considering the directness in interview, it is always difficult to seek the cooperation of illiterate and ignorant rural masses, whether you are direct or indirect. In many of the aspects, where factual questions were to be asked, the question of being direct or indirect has no meaning. In case of other questions, if you can motivate the rural
people to cooperate, the degree of directness hardly makes difference. Therefore to make the questions simpler and less time taking, a direct approach was used.

Personal interview method was used, as no other method was feasible for rural survey. It is apparent and therefore does not need any explanation.

1.6.2. Products Selection

Since the study relates to marketing issues concerning FMCG nation; brand items, hence top ten national brands of FMCG products has been identified which have both rural and urban bias. They are as followed;

1. Colgate. (toothpowder)
2. Lifebuoy. (bar)
3. Nirma detergent powder.
4. Tata salt.
5. Dettol (anti-sceptic)
6. Lux (beautisoap)
7. Dalda (cooking medium)
8. Surf (detergent powder)
10. Vicks Veporub.

1.6.3. Scope and Determination of Sample of the Study

Covering the whole population of rural India was beyond the time and cost resources, therefore the scope and extent of the study is
also kept limited. It was decided to cover the rural areas of only Western Utter Pradesh. Out of the following district Aligarh was chosen on a random basis.

Aligarh, Bijnore, Bulandshre, Muzaffernagar, Saharanpur, Gautam Buddh Nagar, Mahamaya Nagar, Meerut, Moradabad, Rampur, Bareilly, Badaun and Agra.

Further since the study aims at showing difference or indifference across urban and rural markets therefore, the following places were chosen on the basis of their inter spatial distance from each other, in other words, we first selected a place on the urban fringes (municipal area) of Aligarh district then selected a place with in a radius of five to ten kms from the urban fringe and termed it as outskirt (non- municipal area): further selected a place with in fifteen to twenty km from the urban fringe and termed it hinterland.

Since Aligarh District is a cluster of Tehsils (sub division) Tehsil Koil was selected on random basis. Further the following places were chosen from Tehsil Koil as per their, inter- spatial distances as urban fringe, outskirts and hinterland.
### Table 1.2: Distribution of Population in Aligarh

<table>
<thead>
<tr>
<th>District Name</th>
<th>Type</th>
<th>Population</th>
<th>House Holds</th>
<th>Population Below 7</th>
<th>SC Population</th>
<th>St Population</th>
<th>Literate</th>
<th>Total Workers</th>
<th>Main Workers</th>
<th>Marginal Workers</th>
<th>Sex Ratio</th>
<th>SC Ratio</th>
<th>ST Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aligarh</td>
<td>Urban</td>
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<td>130774</td>
<td>144777</td>
<td>141</td>
<td>45596</td>
<td>220797</td>
<td>190756</td>
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<td>875.92</td>
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<td></td>
</tr>
<tr>
<td>Aligarh</td>
<td>Rural</td>
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<td>334714</td>
<td>418169</td>
<td>89</td>
<td>96008</td>
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<td>855.79</td>
<td>23.17</td>
<td>44.18</td>
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</tr>
<tr>
<td>Aligarh</td>
<td>Total</td>
<td>2992286</td>
<td>465488</td>
<td>562946</td>
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<td>1420604</td>
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<td>21.19</td>
<td>7.68</td>
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</tr>
</tbody>
</table>

Source: Census 2001

### Table 1.3: Distribution of Population in Five Tahsils of Aligarh

<table>
<thead>
<tr>
<th>Tahsil Name</th>
<th>Type</th>
<th>Population</th>
<th>House Holds</th>
<th>Population Below 7</th>
<th>SC Population</th>
<th>ST Population</th>
<th>Literate</th>
<th>Total Workers</th>
<th>Main Workers</th>
<th>Marginal Workers</th>
<th>Sex Ratio</th>
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<th>ST Ratio</th>
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</thead>
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<tr>
<td>Atrauli</td>
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<td>97956</td>
<td>12188</td>
<td>1149656</td>
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<td>49103</td>
<td>854.42</td>
<td>18.30</td>
<td>9.55</td>
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<tr>
<td>Ghabana</td>
<td>Total</td>
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<td>44024</td>
<td>52782</td>
<td>65287</td>
<td>19</td>
<td>140539</td>
<td>91049</td>
<td>67155</td>
<td>23892</td>
<td>859.52</td>
<td>23.47</td>
<td>6.83</td>
</tr>
<tr>
<td>Iglas</td>
<td>Total</td>
<td>339299</td>
<td>52482</td>
<td>66556</td>
<td>80957</td>
<td>1</td>
<td>167685</td>
<td>119658</td>
<td>80793</td>
<td>38865</td>
<td>84.16</td>
<td>23.86</td>
<td>2.94</td>
</tr>
<tr>
<td>Khair</td>
<td>Total</td>
<td>372970</td>
<td>58785</td>
<td>72827</td>
<td>89686</td>
<td>1</td>
<td>182884</td>
<td>130203</td>
<td>93330</td>
<td>36873</td>
<td>864.51</td>
<td>24.04</td>
<td>2.68</td>
</tr>
<tr>
<td>Koil</td>
<td>Total</td>
<td>1373184</td>
<td>212241</td>
<td>249493</td>
<td>283384</td>
<td>203684970</td>
<td>378886</td>
<td>308802</td>
<td>70084</td>
<td>80068</td>
<td>0.57</td>
<td>20.62</td>
<td>1.47</td>
</tr>
</tbody>
</table>

Source: Census 2001
1) Hamdard Nagar-D, (Municipal area )30125, as urban fringe towards north of Koil Tehsile. Ramnagar: population 8510 as out skirt: with in five Km from Hamdar nagar (D).and Daudlpur, population : 2964 as hinterland: with in twenty km from Hamdard nagar (D)

2) Nourangabad (municipal Area), population: 35142, as urban fringe towards east of Koil Tehsile. Panethi: population 10020 as outskirt: with five Km from Nauranga bad and Akbrabad: population 35120 as hinterland with in fifteen km from Naurangabad.

3) Baraula Jaffrabad (municipal Area), population:25650as urban fringe towards west of Koil Tahsil. Mehrawal: population: 12125 as outskirts, with ten Kms from Baraula Jaffrabad. And kalua: population; 3198 as hinterland within twenty Kms from Baraula Jaffrabad.

4) Sasnigate area (municipal area) population 50518 as urban fringe towards south of tehsil koil. Madrak, population:10198 as outskirt : distance with in eight km from Sasnigate. And Vijaygarh, population: 3510,some 15kms from Sasnigate.

1.6.4. Criterion for Sample Size Determination from Different Location

Since the study aims at observing degree of significance or insignificance between different locations with relation to brand
consumption and related behavioral dynamics hence, ideally the sample size must remain uniform irrespective of the territories.

In any case, the inter-variability between strata can be analyzed and inferred only when the sample size remains uniform. Further to decide on the size of the sample from the total population of the proposed locations (as mentioned above) the following steps should have been undertaken.

The logic of sampling distribution gives a relationship as follows.

No of standard errors implied by confidence coefficient = \frac{allowable\, error}{Standard\, error}

Where the formula for the estimated standard error of population is

\[ \sigma = \sqrt{\frac{p(1.0 - p)}{n}} \]

Symbolically,

\[ Z = \frac{e}{\sqrt{\frac{p(1.0 - p)}{n}}} \]

The calculation of sample size value for each place (urban fringes, outskirt, or hinterland) can be made in the following way
Using the above formula we take a confidence of coefficient 0.95 and the corresponding Z value 1.96 and take allowable error only 5 percent (e =0.05).

Now whatever be the proportion (value of $p$) the sample size comes out 400. This implies that the sample size 400 will be more than sufficient to estimate the population proportions with 95% confidence allowing only 5% error.

However since the data of population is available with us is of 2001 census and the study was being conducted in 2007-08 therefore we thought it appropriate to enhance the sample size to 600 from 400 as calculated. Next since we wanted to test inter-variability between different strata therefore the proposed sample size of 600 has been split into 200 each for every stratum.

So we have selected 200 respondents from urban fringes, 200 from outskirts and 200 from the hinterland. Further since there are four locations considered for urban fringes, therefore the size of 200 has been divided into four yielding a size of 50 for each urban fringe. Accordingly we have selected 50 respondents from each of the four outskirts villages and 50 respondents from each of the hinterland areas.
The final figure of the sample size from each location of survey is as follows:

<table>
<thead>
<tr>
<th>Category of location</th>
<th>Name of the location</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban fringes (Municipal Area)</td>
<td>Hamderdnagar (D)</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Naurangabad</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Barwla jaffrabad</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Sasnigate</td>
<td>50</td>
</tr>
<tr>
<td>Outskirts (Non-municipal area)</td>
<td>Ramnagar</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Panethi</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Maehrawal</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Madrak</td>
<td>50</td>
</tr>
<tr>
<td>Hinterland</td>
<td>Daud pur</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Akrabad</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Kaluwa</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Vijaygarh</td>
<td>50</td>
</tr>
</tbody>
</table>

1.7. Limitations of the Study

- The rural market is not very congenial for the market surveys and probably this has been the reason why most of the surveys having been the urban bias. The vast rural market has not so far able to draw the attention of the researchers in the field of marketing.

- Instead of assuring the respondents, that the survey is purely on academics ground, they were reluctant to share the information
such as income, family size etc and some bluntly refuses to co-
operate.

- The most of the population surveyed is pre dominantly
  uneducated and so the can not read the questionnaire themselves,
  they were either to be interpreted in their native language or
  with the help of some example.

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