CHAPTER VI
FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

The objective of the present study was accomplished in two stages. In the first stage, the pre purchase behaviour of rural consumers were analyzed and it deals with the need recognition, information search and evaluation of alternatives of pre purchase behaviour of rural consumers. In the second stage, the purchase and post purchase behaviour of rural consumers were studied, the result of the analysis has been presented and discussed in earlier chapters. The work done and its findings are summarized in this chapter to draw specific influences and their policy implications.

The rural marketing is a dire need for the marketers in India. Since globalization, the rural marketing and its structure have been changing continuously because of the huge development in the communication system. It is highly essential to frame a suitable marketing strategy to meet the needs of emerging rural consumer. The studies on rural consumer behaviour have been conducted by so many researches. Most of the earlier studies had focused attention on brand awareness, preference and loyalty related to few goods. Therefore, the present study has focused attention on the consumer behaviour in the purchase of above said two categories of goods.

The concepts and methodology were formulated according to the objectives of the study with the help of a comprehensive review of previous studies. The study is completely based on primary data. For the primary data, 600 respondents were selected from 60 villages in Salem District.
6.2 FINDINGS

- As far as shampoo is concerned, a maximum of 34.2 percent of the respondents are using Clinic Plus and a minimum of 4.8 percent of the respondents’ preference is Vatika. In biscuits, a maximum of 39.8 percent of the respondents’ choice is Britannia and a minimum of 15.2 percent of the respondents are using Sun feast. In the case of bathing soap, a maximum of 38 percent of the respondents are using Hamam and a minimum of 5.8 percent of the respondents selected Mysore Sandal. In the case of toothpaste, a maximum of 52.3 percent of the respondents are using Colgate and minimum 4 percent of the respondents are using Vicco and Anchor. In mosquito repellents, a maximum of 37.5 percent of the respondents’ choice is Goodnight and a minimum 2.8 percent of the respondents are using Mortein.

- The rural consumers of Salem District are highly aware of shampoo and its significance in preventing dandruff. But hair softening, keeping hair root healthy, preventing grey hair are just accepted by the rural consumer as the specific attributes and benefits of the shampoo.

- The consumers of biscuits strongly agreed that it reduces hunger. But the other attributes health and tasty, provides refreshment and gives more energy as agreed by the rural consumers.

- The consumers of bathing soaps strongly agreed that the attributes give fragrance give a refreshing feel and stop the bad odour. But the other attributes helps to acquire smoothness of the skin, kills germs, provides glowing, clean skin, and prevents diseases and unhealthy conditions as agreed by the rural consumers.
The consumers of toothpaste strongly agreed that the attributes give whitens teeth, kills germs, strengthens tooth, gives taste and foaminess. But the other attributes help to increase the beauty of the teeth, removes the food particles between the teeth, fights tooth decay, gives fresh breath, prevents tooth ache as agreed by the rural consumers.

The consumers of mosquito repellents strongly agreed that the attributes safeguard them from mosquitoes and gives good fragrance. The other three attributes slow poisoning, affecting the health and killing of other insects are agreed upon by the rural consumers of mosquito repellent.

The Logistic Regression Analysis revealed the awareness of consumers of FMCG on shampoo depends upon their awareness on attribute grey hair protection. In rural marketing areas the primary aim of the products play a major role in determining their awareness rather than the secondary effects and characteristic features of the product.

The awareness of consumers of fast moving consumer goods on biscuits does not depend on the awareness on attributes and benefits of biscuits.

The awareness of consumers of FMCG on bathing soap depends upon their awareness on attributes such as it kills’ germs, provides glowing, clean skin, and prevents diseases and unhealthy conditions.

The attributes of toothpaste do not create more impact on rural consumers in Salem District. They are not able to distinguish their
awareness technically in terms of fresh breath, tooth decay and killing the germs.

- The rural consumers of FMCG in Salem District are highly aware that the continuous usage of mosquito repellent safeguards them from mosquito bites and malaria fever and makes them grow healthier. This attribute has a direct impact on the awareness of the usage of mosquito repellents. Infact, the rural consumers possess the awareness of healthy growth which is directly correlated to the maximum usage of mosquito repellent regularly.

- Interest in FMCG, impressed by advertisements and protection on health are needed for purchasing the FMCG which necessitated and created the need for purchasing the FMCG in the rural areas of Salem District. Low unit price, changes along with changes in civilization and living a healthy life are also considered to be some of the reasons for purchasing FMCG.

- The respondents profile through percent analysis ascertains the 51.7 percent of the respondents are female and 48.3 percent of the respondents are male. It implies that the sample is almost equally distributed gender wise.

- A maximum of 39.5 percent of the respondents fall in the category of Upto 25 years and minimum of 7.8 percent of the respondents belongs to the age group of 55 above. Predominance of youth population has a great influence on the overall consumer behavior.

- Education is one of the factors which stimulate the customer of FMCG towards various elements of rural consumer behavior. The
majority of 34.8 percent of the respondents are higher secondary school education and a minimum of 6.3 percent of the respondents are professionals. It shows that the awareness about FMCG is higher among the educated consumer than others.

- Among the total respondents 57.7 percent of the respondents are married and 42.3 percent of the respondents are unmarried.

- Occupation is also considered as an important factor for this study because it has a great impact on the FMCG which they use. A maximum of 22 percent of the respondents are students and a minimum of 8 percent of the respondents belongs to businessmen. Most of the respondents reported that they depend on more than one source of income.

- Income of the respondents is a factor which directly affects the quality and quantity of purchase of FMCG. It is found that a maximum of 35.2 of the respondents are in the income group of Upto Rs. 5,000 and minimum of 7.5 percent of the respondents are in the income group of Rs. 15,001-Rs. 20,000.

- Family size of the respondents is also an influencing factor in deciding rural consumer behaviour in FMCG since the quantity and quality of purchase is depending upon the number of family members. A maximum of 61.5 percent of the respondents’ family consists of 3-4 members and a minimum of 11.5 percent of the respondents’ family consists of 2 members only.
- 59.8 percent of the respondents are in nuclear family and 40.2 percent of the respondents are in joint family. It is showing clearly that the concept of joint family system is decreasing in rural areas.

- Age of the rural consumers has the good correspondence with need recognition factors. The classifications dynamic consumers, casual consumers and mechanical consumers are found rationally in all the age group of rural consumers of Fast moving consumer goods.

- The correspondence analysis revealed the education level of the rural consumers has good correspondence with need recognition factors.

- The correspondence analysis revealed different occupations like Agriculture, Self-employed, businessman, housewife, govt. employee, private employee, student and others are rationally found in the groups’ dynamic, casual and mechanical consumers in rural markets of Salem District.

- The mechanical consumers are closely associated with the income level of Rs. 15,001 to Rs. 20,000 and dynamic consumers are thickly concentrated at the income level of Rs. 5,001 to Rs. 10,000.

- Family size of the rural consumers does not have good correspondence with the factors of post-purchase behaviour. The family sizes of the rural consumers are not dynamic in ascertaining the product attributes and knowledge.

- The gender does not determine the classification of consumers based on need recognition of consumers of fast moving consumer goods.
• The marital status of consumers and the classification based on need recognition are well associated. The married as well as unmarried rural consumers are able to recognize the factors inducing the consumers to materialize the purchase.

• The nature of family and the classification based on need recognition are not at all associated. The joint and nuclear families of rural consumers perceived the need recognition emphatically and also throw the light that the joint families and nuclear families are not able to identify the different groups of rural consumers.

• The consumers feel family members as well as friends are the reliable sources to give authentic information about the FMCG. The other personal sources relatives, doctor, past experience, word-of-mouth and colleagues are also considered as an important source in getting information about FMCG.

• The information from sales persons or representatives is considered as very important commercial source of information about FMCG. The other sources traders and promotional offers are just important for the rural consumers of Salem District.

• The information from T.V, radio and newspapers are considered as very important public sources of information about FMCG. But the magazine is just important for the rural consumers.

• Medicinal value of FMCG is considered to be the main and important criterion while evaluating the various brand of FMCG by the rural consumers of Salem district to take the final decision. Price, availability and herbal nature of FMCG are also taken into account while evaluating the various brands by the rural consumers.
- A maximum of 50 percent of the respondents are using their particular brand of shampoo for less than 3 years and a minimum of 8 percent are using 6-9 years. A maximum of 36 percent of the respondents are using their particular brand of Biscuits for 3-6 years and a minimum of 14.7 percent are using 6-9 years. With regard to bathing soap 37.5 percent of the respondents’ use it for more than 9 years and a minimum of 17.5 percent are using less than 3 years. A maximum of 41.5 percent of the respondents are using their particular brand of toothpaste more than 7 years and a minimum of 15.5 percent are using 3-6 years. A maximum of 55.9 percent of the mosquito repellent consumers are using more than 9 years and a minimum of 12.8 percent are using 3-6 years.

- The gender of consumers and the classification based on evaluation of alternatives are not at all associated.

- The marital status of consumers and the classification based on evaluation of alternatives are not at all associated.

- The nature of family and the classification based on evaluation of alternatives are not at all associated.

- The age and the classification based on evaluation of alternatives are not at all associated. This also proves age of the rural consumers is independent and does not categories different groups of rural consumers based on evaluation of alternatives.

- The education and the classification based on evaluation of alternatives are not at all associated.

- The occupations and the classification based on evaluation of alternatives are well associated.
The family monthly income of the family and the classification based on evaluation of alternatives are not at all associated.

The size of the family and the classification based on evaluation of alternatives are not at all associated.

A maximum of 77.2 percent of the respondents have good knowledge and awareness about the Fast moving consumer goods.

A maximum of 58.7 percent of the respondents came to know the FMCG through television and a minimum of 13 percent of the respondents came to know the FMCG through radio. The other mediums are not popular in the rural areas of Salem District.

The location of the shop is not much important to most of the rural consumers. A maximum of 44.3 percent of the respondents prefer to buy the FMCG from the retail outlet in urban area. A minimum of 10 percent of the respondents prefer to buy the FMCG from departmental store. Since most of the respondents in rural area purchase FMCG from the retail outlet in town only.

A maximum of 37.5 percent of the respondents feel that the price of FMCG is somewhat high and a minimum of 5.3 percent of the respondents feel that the price of FMCG is not very high.

A maximum of 44.2 percent of the respondents prefer to buy FMCG with reasonable quality only and a minimum 4 percent of the respondents prefer low quality FMCG. It is clearly shows that rural consumers are ready to pay for the quality product.

Before buying the fast moving consumer goods the rural consumers are very clear in their view of brand selection. The mean values of
the other variables like brand knowledge, brand image and knowledge about original and spurious brand are also maintained at three which shows that the rural consumers of Salem District have good knowledge about the various brands of Fast moving consumer goods.

- The head of the family dominates in taking the final decision of purchasing fast moving consumer goods and they shouldering the shopping responsibility.

- A maximum of 81.4 percent of the respondents decide the brand of fast moving consumer goods before purchasing. Only 18.6 percent of the respondents decide the brand of fast moving consumer goods at the time of purchase itself or at the shop only.

- Majority 60 percent of the respondents in the rural areas of Salem District prefer an either regional or national brand which shows the awareness of rural consumers in selecting the branded fast moving consumer goods.

- Majority 56 percent of the rural consumers prefer to have many varieties to choose the best brand. Minimum 44 percent of rural consumers are not expecting to have many varieties to choose the best brand.

- Half of the rural consumers are agree that the sellers offer adequate varieties of brand of fast moving consumer goods to choose from them. remaining half of the rural consumers opine that the sellers do not offer adequate varieties of brands of fast moving consumer goods to choose from them.
- Convenience of the store, relative or friends’ shop, sufficient stock and eye-catching display are also considered as an important factor for the selection of stores by the rural consumers. Advantage arising from location is not much important to most of the rural consumers because they purchase fast moving consumer goods from shops located in nearby town from their residence.

- The gender of consumers and the classification based on post purchase behaviour are not at all associated.

- The marital status of consumers and the classification based on post-purchase behaviour are well associated. The usage of Fast moving consumer goods and satisfaction levels are able to recognize both married and unmarried rural consumers based on their nature of utility.

- The nature of family and the classification based on post-purchase behaviour are not at all associated.

- The retailers and manufacturers in handling complaints and the sincere effort taken by the manufacturers and retailers to adjust and solve the consumers’ complaints fairly satisfy the rural consumers of Salem District. The rural consumers will speak well about the product and brand and will have discussions with friends to popularize the brand if it fulfills the expectations of the consumers and failing which they will switch over to other brands.

- The analysis of variance revealed that the rural consumers’ age groups of above 55 years are highly aware of grievance redressal mechanism than the consumer age group of 36-45.
• The married rural consumers have satisfied with the grievance redressal mechanism and have positive opinion about the factors brand image and advertising and publicity.

• There is significant difference among the different occupation of the respondents with respect to the factors, ‘Consumer grievance redressal mechanism’, ‘Brand image’, ‘Advertising and publicity’, and ‘Brand equity’. Most of the businessmen in the rural areas of Salem District are highly influenced by the above factors.

• There is significant difference among the family monthly income of the respondents with respect to the factors ‘Brand image’, ‘Advertising and publicity’, ‘Brand equity’ and ‘Brand loyalty’. It is found that the respondents in the income group rests Rs. 5, 001-Rs.10, 000 are highly influenced by the factor. The mean wise comparison revealed that the respondents with monthly family income above Rs. 20, 000 are well acquainted with the factors of advertising and publicity and they have the ability to retain and recall the benefits and attributes of a particular product brand in the long run. The mean wise comparison revealed that the respondents with monthly family income below Rs. 5, 000 are very loyal to their brand in use.

• Age of the rural consumers has good correspondence with factors of post-purchase behaviour. The age of the rural consumer classifies the satisfaction level in a significant manner.

• The educational qualification of consumers and the classification based on post-purchase behaviour are not at all associated.
Family monthly income of the rural consumers has the good correspondence with post-purchase behaviour. Income of the rural consumers is vital in expressing their satisfaction through analyzing the satisfaction that emerges out of the quality of Fast moving consumer goods.

Occupation of the rural consumers has the good correspondence with Post-purchase behaviour. The rural consumers and their occupation create a new domain of exposure to determine their satisfactory levels.

Size of the family of the rural consumers has the good correspondence with post-purchase behaviour. The size of the family and its momentum is significant for the rural consumers in Salem District to brood over the different levels of satisfaction obtained out of attributes of Fast moving consumer goods.

The brand loyalty variables have a good reputation, the marketing of a brand is very impressive and they stick to the same brand strongly as agreed by the rural consumers of Salem District.

The unfair trade practices, adulteration and shortage in weight and measurement are strongly agreed by the rural consumers.

6.3 SUGGESTIONS

In the research, the product attribute and brand knowledge play a vital role in determining the behavior of rural consumers therefore it is suggested that the manufacturing company may advertise the FMCG product by giving more thrust to the product attributes, characteristics and nature of product. The celebrity
endorsement of the product can also be given to reach the rural consumer and to induce the brand knowledge.

- Since the rural consumer is aware of the affecting results of mosquito repellants and its impact on health, it is suggested that the consumer should thoroughly verify the chemical ingredients in the mosquito repellants; the manufacturer is also suggested to express the health impact of mosquito repellants transparently.

- The studies revealed that majority of the consumers are using branded products. Consumers are associating superior quality, reasonable price and social status to branded products. It is also observed that even users of unbranded products are slowly shifting to branded products in the recent years. Thus branding is gaining importance in rural markets in the recent days. Rising literacy level, product awareness, media of communication, growing income levels etc., are aiding the growth of purchase of branded products and non-durable products, should try to establish their brands and capture their market share to be successful in the rural market in the years to come, through innovative marketing strategies.

- It is found from the study that majority of the consumers purchase products from shops located in town /city visiting the nearer town or city once or twice in a month is usually a normal practice by the rural consumer. While visiting, they purchase products from shops in the town/city. If this trend has to be changed, the village shops must be made to stock multiple varieties of brands in the same product line. Consumers must be given a choice to select the product availability of the products in
the village shops there should be an important guideline given by the distributors of the different product categories. All this is possible only if the distributors execute a proper credit system; ensure adequate space to keep their products and offer good profit margin to the shopkeepers in order to improve their business.

- It is understood from the study that rural consumers consult shopkeepers and product users if there is any clarification or doubts regarding usage of non-durable goods. They obtain information from advertisement, friends, relatives and neighbours. It is also interesting to note that rural consumers give the least agreement to suggestion of brands by friends and relatives. the above position reveals one important fact, that they prefer to take individual decisions, in selecting the brand based on their usage, satisfaction level, price, quality etc. therefore, shopkeepers play an important role as consultants for all the brands keeping this fact in view, all the manufacturers or producers should educate and involve the shopkeepers in all promotional activities. This will prove to be more effective because, from manufacturing to consumption, the shopkeeper is the only intermediary who is interacting with the ultimate consumer. For many brands, shopkeepers also act as brand ambassadors.

- It is found from the study that advertisement plays a major role in educating rural consumers. Among the media of advertisements, television advertisements take the leading role in informing the rural consumers. The merit goes to the sudden surge of satellite television networks. Radio, newspaper and magazines also aid information campaign made by leading
brands of consumer non-durables. Raising literacy levels, increase in purchasing power, spread of cable television, exposure of media, desire to urbanize, changing norms and value systems, improvement in transport and infrastructure have compounded and aided the growth of brand awareness among rural consumers. The above reasons had decreased the market share of local brands considerably in the recent past and therefore the local brands should explore new strategies to influence the rural consumers and try to retain their market share for survival.

- The study revealed that a respondent who makes the purchase is the decision maker. This brand usage might be consulted with husband or wife according to the need. Elder members of the family also take part in certain purchase decision. Further, usages of multiple brands in the same product segment have started to emerge in small patches here and there but by and large usage of a particular brand dominates the rural scene. Rural consumers also do not give more time and importance on purchasing a particular brand of non durable products. Because there will always be a standard practice of purchase which also coincides with the attitude of not changing brands easily. The above behaviour makes decision making processes easier for rural consumers.

- The discount offer, free gifts, extra quality for same price, shelf display measures, point of sale advertisement and more margins for the shopkeepers had been considered effective in rural markets for all product segments. Though there is no predominant influence of these offers, these attempts will help rural consumer to move on to an expected level in purchase of at
least select items. Hence, the manufactures of products shall pay their attention to these aspects and try the possibility of winning the rural market through these promotional offers.

6.4 CONCLUSION

The research concludes that the perception of a rural consumer is as equal as the perception of an urban consumer. They are able to realise the need of the product, extensive awareness of the product, and suitable information sources of the product. They are meticulous about purchasing from outlets of the FMCG. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also approach the product of FMCG and make suitable purchase decision. They are able to collect maximum information of the product through Television advertisements. The consumer behaviour of the rural population logically prefers the product, making the purchasing decision and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilisation of the product as well as availability in the market. In the post-purchase satisfaction in rural consumers of predominant brand image and quality of the product is important. The royalty of rural consumer purpose is very high, so their strength and their expectation are also maximized. The democratic background of the rural consumer plays a vital role in determining the behavioural aspect as well as the royalty of brand.
1.5 **SCOPE FOR THE FURTHER RESEARCH**

The purpose of research leads to the following scope of the subject mind for future research scholar:

- A comparative study of rural urban consumer behavior may be undertaken.

- A detailed study may be considered to ascertain the rural consumer behavior towards durable and other non-durable product.

- Consumer decision making style of the rural population is a very important mean for hours so the sap study for decision making style of the rural population conducted.