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For the research study on “Effective marketing strategies for FMCG products in rural markets of Mysore dist”.

1. Do you sell Thro PDS in remote villages? Yes No
2. Are you approaching co-operative for centralized purchase Yes No
3. Are you using any of these alternate distribution channel?
   a. Milkman
   b. Veg-vendors
   c. Entry and exit point of villages
   d. Cigarettes and pan shops
   e. Personal selling network.
4. Are you using opinion leaders to promote your products Yes No
5. According to you, which of the following opinion leaders are most effective?
   a. Village youth
   b. School children
   c. Panchayat members/elders
   d. Self help groups and Anganwadis

6. Which are the brands you are promoting in rural markets of Mysore district?
7. Do you have rural specific products? Name them

8. Do you follow same pricing system or any special pricing for rural markets?

9. According to you, what is the criterion for customer’s preference in selecting the product.
   a. Quality
   b. Attractive packaging
   c. Small pack/sachets
   d. Price

10. PI give a marketing flowchart for Mysore district.

11. What method you use for distribution?
    a. Hub & spokes model
    b. Stocks directly from co.
    c. Any others

12. Please explain the operating system/logistics in Mysore district.

13. How do you advertise your products in Mysore district?
    a. Painting on the walls
    b. Painting on the bullock carts
    c. Painting on the vans
    d. Painting on the Rickshaws
    e. TV – Regional channels
    f. Radio – regular/FM stations

14. Which promotion method you feel is most effective in improving sales?
    a. Free samples.
    b. Conducting contests/games in melas/shandies
    c. Free offers.
    d. Discounts.
15. Do you find any counterfeits to your products?
   a. Yes  b. No

16. What measures you are taking to overcome it?
   a. Creating brand awareness – educating rural mass.
   b. Taking legal action on counterfeits.
   c. Film shows on counterfeit.
   d. Posters show on counterfeit.

17. Do your company sales executives directly visit villages
   a. Yes  b. No

18. If yes, how frequently? What is the frequency?
   Biweekly /weekly /daily /fortnightly

19. How do you approach villages with less than 1000 population?
   Directly /indirectly /leave it

20. How frequently you replenish stocks?
   Weekly twice /weekly /fortnightly

21. What is the frequency of purchase by villagers?
   Daily /weekly /monthly

22. What strategies you adopt to sell more after harvest season, what villagers have more money on hand?

23. How do you give free samples?
   a. Door to door
   b. Point of purchase
   c. At shandies
   d. Target free sampling

24. Who covers organized agencies like co-operatives/SHGS
   a. Company  b. wholesalers/distributors  c. Not covered

25. How do you make your “Brand visible” in villages?
For the research study on “effective marketing strategies for FMCG products in rural markets of Mysore District.”

Name of the agency : 
Address : 
Name of the distributor : 
No. of Hoblies covered : 
No of Villages covered : 

1. How many FMCG cos. you deal with : 
2. Major products dealt : 
3. How many vans you have : 
4. How many sales boys you have : 
5. How frequently they visit the same villages : 
6. Since how long you are into this business : 
7. What attracts villagers in buying a product? 
   A. Price  B. Packing  C. Advertisement 
8. Villagers in your agency area prefer : 
   A. Value  B. Economy Packs  C. Small packs/sachets
9. Where do you sell more of your products?
   a. in regular shops   b. in shandies and melas.

10. Do you sell directly to co-operative agencies and SHGs?
    a. Yes       b. No

11. Do you sell directly to villages?
    a. Yes       b. No

12. Do you take any initiative to increase sales?
    a. Yes       b. No

13. If yes, please mention:

14. Do you take any initiative directly to convince/influence rural customers?
    A. Yes       B. No

15. Are Villages aware of brands?
    A. Yes       B. No

16. What do villagers ask for?
    A. Product   B. Product with Brand name

17. Do you deal with counterfeit products
    A. Yes       B. No

18. Do you conduct any road shows and ad-campaigns?
    A. Yes       B. No

19. How do company people conduct promotional activities?
    A. Directly   B. Thro You

20. Do you directly sell products in shandies & males?
    A. Yes       B. No
21. If yes, what may be the % of turnover in these Melas?
   a. Upto 5%    b. 5% to 10%    c. 10% to 20%

22. What type of promotional activities conducted in your agency area?

23. How frequently you get goods to your godown?
   A. Weekly       B. Fortnightly    C. Monthly

24. Do company responds to your requests in times?
   A. Yes         B. No

25. Are you happy with the commission and incentives given by the co.
   A. Yes         B. No

26. What additional benefits you expect from the co.?

27. Any suggestion to the co. to improve business?

C. Nagarathna
   Researcher
Department of management studies
Sri Krishnadevaraya university Anantapur AP.
Questionnaire for consumers

Part – I

1. Name :
2. Age :
3. Gender :
4. Village, Hobli & Taluk :
5. Educational Qualification :
a) Upto SSLC b) PUC c) Degree d) Illiterate
6. Approximate annual income :
a) Below Rs.25,000/-
b) Rs. 25,000 to Rs.50,000/-
c) Rs. 50,000/- to Rs.1 lakh
d) Rs.1 lakh and above

Part – II

1. From where you purchase your day today requirements?
a. From shop in your village
b. From nearly hobli /taluk/town
c. Wholesalers who come once in a week

2. Do companies come to your village in vans to sell the products?
a. Yes b. No
3. If yes, which companies' products are coming to your place?

4. If they are coming, how frequently do they come?
   a. Weekly  b. fortnightly  c. monthly

5. Do you purchase your daily requirements from weekly shandies?
   a. Yes  b. No  c. Sometimes

6. Which of the following products are sold in shandy?

7. When you go to shop, what do you ask for?
   a. Product  b. Brand

   **Personal care:**

8. Which bath soap do you prefer to use?
   a. Life buoy  b. Santoor  c. Lux  d. Godrej No.1

9. Why do you prefer that bath soap?
   a. Perfume  b. bigger size  c. durability  d. packaging
10. Which talcum powder you use?

11. Why you are impressed to buy this brand?
   a. Fragrance and quality
   b. Attractive packaging
   c. Advertisements on TV.

II Fabric Care:

12. Which detergent soap you prefer to wash your clothes?
   a. Rin  b. Wheel  c. Arasan  d. Nirma

13. Why do you prefer this detergent soap?
   a. Washes cleanly in hard water
   b. Price is less
   c. Bigger size (more quantity)
   d. Packaging is attractive.

14. Do you use soap powder?
   a. Yes  b. No

15. If yes, which soap powder you use?
   a. Nirma  b. Wheel  c. Surf  d. Others

16. Why do you prefer this brand?
Oral care:

17. Do you use toothpaste or tooth powder
   a. Toothpaste  b. Tooth powder

18. Which toothpaste you use?
   a. Colgate  b. Pepsodent  c. Dabur  d. any other

19. Why do you prefer this brand?
   a. More advertisements in TV
   b. Free samples given
   c. Company conducting health projects in your place

20. If you are using tooth powder, which brand you use?
   a. Colgate  b. Any others

21. Which tooth brush you use?
   a. Colgate
   b. Pepsodent
   c. Ajantha
   d. Others

22. Why you prefer this brand?
   a. Free Tooth brush given with paste
   b. Price is less
   c. Popular brand
   d. All of these
**Hair Care:**

23. What hair oil you use?
   a. Parachute
   b. Navarathna
   c. Vatika
   d. Coconut oil
   e. Any others

24. Why do you prefer this hair oil?
   a. More advertisements.
   b. Fragrance.
   c. It cools the head.
   d. It is cheaper.

25. Do you use hair dye?
   a. Yes
   b. No.

26. If yes, which brand of hair dye you use?
   a. Godrej
   b. Any other

27. Do you use shampoo?
   a. Yes
   b. No.

28. If yes, which shampoo your use?
   a. Chik
   b. Clinic
   c. Sunsilk
   d. don’t know the name /any other
C. Consumer perception on brand, price and promotion

29. What is your preference in purchasing a product?
   a. Quality  b. Price  c. Packaging

30. Do you get spurious (duplicate) goods in your village or nearby town?
   a. Yes  b. No.

31. When you know the brand, do you purchase the same product?
   a. Yes I purchase  b. No. I need not/don’t purchase

32. Do you prefer to buy in big packs or small packs?
   a. Big packs  b. Small packs

33. Why do you prefer small packs?
   a. Price is less – affordable.
   b. Storing is not a problem
   c. Both

34. How do you know the brands?
   a. TV advertisements
   b. Radio advertisements
   c. Wall paintings
   d. Van publicity

35. What motivates you to buy a product?
   a. Free samples
   b. Discounts
   c. Offers
   d. Advertisements

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36. Would you like to buy products at melas?
   a. Yes       b. No

37. Why you want to buy at melas?
   a. Products are new.
   b. Discounts will be available
   c. Fresh products we con set.
   d. All the above.

38. Have you seen wall paintings for FMCG goods in your village?
   a. Yes       b. No.

39. Do you like to watch advertisements on TV?
   a. Yes       b. Not interested

40. If any group, yuvathi mandal or yuvak mandal involved in selling FMCG goods?
   a. Yes       b. No

C.Nagarathna
Researcher

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