CHAPTER-6

CONCLUSIONS AND SUGGESTIONS

After liberalization of Indian economy in 1991, global brands headed access to Indian market for business. After liberalization, the Indian market has emerged as an economic power and has facilitated global market to operate successfully in the country. A fascinating component of this mystery is the Indian consumer market, categorized by diverse languages, religions, economic and social status, spread over variegated regions. According to McKinsey report of 2007 India is set to grow into the fifth largest consumer market in the world in 2025.

After liberalizations Companies like Maruti Suzuki, Coca-Cola, Nestle and many more came to India for business. These new investment and companies brought a boom in Indian market. Primarily these companies concentrated their marketing efforts towards the urban markets addressing the urban consumer. For the 20 years companies targeted on urban sector only for raising their sales. Urban sector profits are getting saturated now, and many companies are directing towards their fast growing counterpart rural sector. Slowly and gradually companies started exploring rural market. Like Marico which is a consumer product company, they are taking their ‘special’ product Saffola to the rural market. It has been restricted to the 6 to 10 metro market only.

In fact this phenomenon can be seen in some old advertisements significant of this phenomenon example is advertisement of Maggi. Maggi is a product which was
earlier represented urban people only. But now in advertisement of their small pack which is also known as ‘5 rupee ka chotu maggi’. We see a rural child with his mother sitting in their kitchen. They are cooking and sharing Maggi and Mr. Amitabh Bachchan talking to some rural children under the banyan tree in this advertisement. Maggi has relaunched this small pack which is suitable to the rural middle class people pocket.

Rural markets in India are growing, and this segment has many challenges and for doing business successfully in rural market it is necessary to understand their consumers and their buying behaviour. Because consumption patterns of rural consumers are different from urban consumers. Success of business is dependent on their ability to influence the consumer’s purchase behaviour and their understanding of customer’s buying behaviour. Companies need to understand how consumer in rural market gathers their information regarding different alternative brands of product and how they use it in making their buying decision.

It is highly important to evolve an appropriate marketing approach to meet the needs of new evolving rural consumer. Many studies have been conducted on rural consumer behaviour. Many of the earlier researches focused on brand awareness, preferences and loyalty for few goods.

Jyothsna and Sajjan (2014) explore in their article that companies need to use innovative and diverse ideas to appeal to rural market which is very diverse in nature. To achieve the requirements and demands of rural area consumer, it is necessary for companies to use separate methods because general methods used for
urban consumers are not in much use. According to them rural consumers have less and limited resources to know about brands.

In the progression the proposed research is target to explore the tools and techniques useful for rural area.

Pathak and Prakash (2014) reveal that the consumer in rural India believes in low price and high quality product and for making a strong place in rural market the product company has to provide them such products. Their study also says that awareness about new product is more in rural consumer then urban consumer. Electronic media and shopkeeper’s recommendation has a strong influence on rural consumer. Researchers recommend use of new and different promotional activities at low cost for advertising.

Pathak and Prakash also discuss that it is essential for the companies to understand psychological factor of their target consumers for the effective tap. Now companies slowly turning towards rural market and treating them as a special section of consumers because of their decision making pattern and their loyalty towards products, they are different from urban consumers.

Therefore, the present research study aims to learn about the buying behavior and awareness regarding the brands of FMCG products among rural women of Jaipur and Barmer. This study has been conducted on two categories of goods- Soaps and Sanitary napkins.
Despite the fact that rural market positively offers a huge fascination to companies. It would be immaturity to consider this market easy and thinking that any business can enter the market and sale their product without meeting any challenges and achieve an ample profit. There is a drastic difference between in both the rural market. Jaipur rural market is much developed and aware market in comparison to Barmer rural market. Distribution of a product and promotion of a product is the biggest challenges in Barmer rural market.

In this study Researcher intended to talk to 250 rural Women from each Phagi Tehsil of Jaipur and Shiv Tehsil of Barmer. To interact to 250 women from each Tehsil researcher approach 268 women from villages of Phagi Tehsil and 273 women from villages of Shiv Tehsil of Barmer. And age is taken as a significant variable which affects the insight or approach of the respondents. Researcher had attempted to take almost equal number of ladies in all the age groups.

Discussion

1. Education plays an important role in an individual’s life. Educational status directs them to different opinions. There are 78.80% literates women in Phagi tehsil whereas in Barmer tehsil the percentage of literate ladies is very low i.e. 45.60%. The figure 4.4 indicates that there is greater awareness regarding literacy in Jaipur than in Barmer. 32.8% females have record primary education in villages of Barmer. They had to leave their studies after completing class 4th or 5th. The largest percentage in the sample taken is of those women who have completed primary school education and willing to
study further. But due to the non-existence of secondary school in their village and lack of seriousness for girl child education in their families they dropped their studies. Where as in villages of Jaipur women dropped their studies after completing their secondary school education because of unavailability of a higher education institution. There are a few graduates and post graduates who are employed with the Government or NGOs active in the Jaipur study area.

2. Respondent were asked about availability of toilets at their house. It is found that 48.4% of ladies in villages of Jaipur have toilets in their households whereas in villages of Barmer only 17.60% respondents have toilets at their houses. It is very less percentage in comparison to villages of Jaipur. Even among those houses with Toilets, 29% of householders were testified to practice open defecation in Jaipur and this number is increased by 28% in Barmer i.e. 57% are not using their toilets even after building it. The major reasons of not using toilets are suffocation, smell, non-availability of water in toilets and in some houses nobody is willing to clean toilets. 43.10% respondents in Barmer and 7.60% ladies don’t have availability of water in toilets.

3. **Presence of mass media in study area.** All the mass mediums are used to inform people about FMCG products through advertisements. Scenario in Barmer district is found very different from normal perception that only few copies reach each village and those are beyond the reach of women and magazine here are out of the question. In Jaipur villages 68% of respondent
have accessibility to newspaper at their home and 16% of respondent have access to the magazine at their homes.

In villages of Barmer television is available only in two to three houses of villages and when the situation is compare to that of Jaipur. It was found that in villages of Jaipur television has become part of their lives 96.8% of respondent in villages of Jaipur have Television and radio at their home among these respondents 95.6% watch and listen them.

4. Advertising has become an integral part of our communication system. It has been developed into a mutually benefitted phenomenon for both consumer and companies. It has been observed that 93.20% of respondents of rural Barmer never see advertisements due to lack of availability of mass mediums. 6.80% females who have seen advertisement in various mass media, out of them 1.60% women always view advertisement whenever they get a chance. Rest 5.20% respondents occasionally observe advertisement. In villages of Jaipur viewership is still better. 12.40% ladies always see advertisement, 74.80% of respondents view and listen advertisements seldom and 12.80% respondents never see advertisements. Television is the most favorite medium for viewing advertisements in Jaipur. For Barmer respondents, it is not an option at all.
Soaps

5. Soap is a prime requirement for the people who care about their personal hygiene. In rural Jaipur 98.80% respondent are using soap but in Barmer number is comparatively less i.e. 78.40% using soap and 21.60% are not using soaps at all. There are many reasons responsible behind the less usage of soap in Barmer like lack of education, lack of women say in household decision, hard water and many more.

6. The income of individual impacts their buying behavior as it helps them decide the money they would spend on the purchase of goods. It has been noticed that with an initial increase of income level, usage of soap is also increasing. 21.43% women are using sanitary napkin with the monthly income of 1500-3000 in rural Barmer, whereas it is found that only 5.26% women are using sanitary napkin in rural Jaipur, which increases sharply as 51.02% in rural Barmer and 51.82% in rural Jaipur when income group changes to 3001-6000. The value of significance taken for this relationship is 0.025. The pearson correlation value found is 0.252, that proves a positive relationship between family income and utilizing of soap in Barmer but depict a strong relationship.

7. Education has significantly effect on the awareness about usage of soap in Barmer. In case of Barmer actual usage is found only in the villages where branded products are available.
It has been observed that in villages of Jaipur 6.66% illiterate women are not using soaps at all, whereas all other women with the formal education are using soap.

8. There is a scientific reason behind using separate soap bars and recommended by doctors also. This phenomenon is also followed by rural women of Rajasthan. 68.36% respondents of Barmer and 84.40% respondents from villages of Jaipur are using separate soaps bars for washing their hand and bathing. This question is applicable to those 196 respondents of Barmer who are using Soaps.

9. It has been found that 60% of ladies are using both sand and soaps for cleaning hands in Barmer. 18.40% of womenfolk are using only soaps in villages of Barmer and 21.60% women are using only sand for cleaning their hands in Barmer. While in Jaipur 73.20% women are only using soap, 1.2% are using only sand for cleaning hands. 24.80% womenfolk from village of Jaipur are using both sand and soaps for cleaning their hands.

It has observed the women who don’t have toilets are more likely to use mud or soil for washing their hands instead of soaps.

10. Using soaps is a new phenomenon in rural Barmer 28.57% ladies have started using soaps since 1 year. 19.90% womenfolk are using soaps since over 10 years in villages of Barmer. A continuous growth can be seen in usage of soaps in villages of Barmer 28.57% respondents are using soaps since 5-10 years and 22.96% ladies are new user of soaps. This question is valid on those 196 respondents of Barmer who are using Soaps.
In Jaipur 40.50% respondents are using soaps since over 10 years and 36.03% of respondents which are another big number of folk are using it since 1-5 years.

In order to differentiate the usage of soap for washing hands, and bathing are being discussed separately.

**Soap Brand used for Washing Hands**

11. Purchase of brand is motivated by many attributes like cost of a product, availability, word of mouth spread, quality of product and many more. Lifebuoy has deep roots in rural area. In villages of Barmer 68.37% women are using Lifebuoy for washing their hands and 14.29% ladies are using Lux. 8.67% women from Barmer are using other type of local brand like Chandrprkash, Rajkumar etc. 49.80% of respondents from Jaipur use Lifebuoy and 29.16% women are using Oswal which is another famous name of soap in Jaipur rural market, but Oswal is not available in the Barmer rural market. 8.09% respondents from Jaipur are using other local brands of soaps for washing their hands.

12. Lifebuoy is known for its pocket friendly price. It is most used soap brand in Barmer for hand wash. It has been noted that maximum number of ladies from lower income group to middle income group are using Lifebuoy. Whereas women with monthly family income of above rupees 9000 are using different brands of soaps for washing their hands in comparison to other income groups. Only 21.42% ladies of this income group are using Lifebuoy.
13. In Jaipur Oswal enjoys second rank in popularity after Lifebuoy for hand wash. All income groups are using Oswal. But in 1500-3000 income group only 6.25% of women are using Oswal and 68.75% women are using Lifebuoy. Usage of Lifebuoy is decreasing with increasing income. Women of 3001-6000 income group are using Lifebuoy in percentage of 53.91%. While 43.75% respondents from 6001-9000 rupees and 34.09% women from 9000 and more income group are using Lifebuoy.

**Soap Brand used for Bathing Soaps**

14. When we analyze use of soap for hand wash it was found Lifebuoy have highest usage rate. Similar scenario seen in bathing soap.

In Barmer Lifebuoy being used by 76.21% respondents as their bathing soap and 23.79% are using Lux. Lack of availability of other brands is also proving a big advantage for Lifebuoy and Lux in Barmer. 185 respondents from Barmer are using soaps for bathing from 250. Rest of the 65 respondents are using washing powder or only water for taking bath because of scarcity of water and if water is available it is hard in nature.

In rural Jaipur 37.66% respondent are using Lux as bathing soap and 31.98% are using Lifebuoy and rest of the respondent are using other different soap brands like Neem, Detol, Oswal etc.

15. Purchasing power of a family has huge impact on brand buying. Income status is directly related to the brands used by respondents. It has been noticed that with increase of income level usage of Lifebuoy is decreasing. All the womenfolk of the income group rupees 1500-3000 are using Lifebuoy as
bathing soap. 85% of ladies from the income of 3000-6000 are using Lifebuoy. 33.34% respondents from 6001-9000 income group and 23.81% from 9001 and more are using Lifebuoy as bathing soap.

16. In the villages of Jaipur women of higher income are moving towards different brands. Percentage of women who are using Lux and Lifebuoy are decreasing in the income groups 9001 and more 29.55% women are using Lux and only 15.91% using Lifebuoy. Apparently it has been seen that market of Lux is increasing with increase in income while Lifebuoy market is decreasing with increasing income. In income group, 1500-3000, 6.25% respondents are using Lux and 50% ladies are using Lifebuoy. In 3001-6000 income group 40.63% women are using Lux and 39.06% women are using Lifebuoy. More number of women with monthly income of rupees 6001-9000 prefer using Lux on Lifebuoy as bathing soap. 48.15% womenfolk are using Lux whereas Lifebuoy is used by 18.52% respondents only.

17. According to Kotler (2012) says when a buyer constantly purchases similar brand for a long period, he becomes brand loyal. He categorized brand loyalty into four categories, namely hard core loyal (who buy same brand all the time); split loyal (loyal to two or three brands at the most); shift loyal (moving from one brand to another) and switchers (with no loyalty). 46.80% respondents from Jaipur and 18.40% respondents from Barmer are hard core loyal for the brand they are buying same brand from past 5-10 years.

18. Brands are recognized in the form of logos and graphic representations. FMCG companies occasionally employ market search agencies to study public
recognition of their brands names as well as consumer attitudes toward the brands. Due to lack of availability of mass media in Barmer, 24.4% ladies do not recognize any brand. 72% of respondents recognize only 1-3 brands by their colour and packaging.

The condition is different in village of Jaipur as mass media is very much present here showcasing advertisement of FMCG products frequently. Consequently, in Jaipur villages this number is 50.40%. 44% of women of Jaipur recognize 4-5 brand names very easily.

19. It has been found that people, who watch advertisements, switch to different brands more often, and know more about FMCG brands in comparison to those who don’t.

20. Purchase of brands depends on the person who is decision maker in the family. In present study it is observed that mostly decision related to the soap purchasing is taken by male members of the family. 87.76% respondents in rural Barmer says that earning male member of the family take buying decision regarding soap brands and only 12.24% females have decision-making power in the Barmer. While in Jaipur 37.65% women take buying decision and 62.34% males who are earning are taking decision about selection of brand of soaps.

21. In present study it is seen that in rural Barmer 77.60% women purchase the available brand of soap at the shop as only one or two brands are available in Barmer. But in case of Jaipur, picture is totally different 76.40% of respondents take decision of product before going to the shop.
22. It has been noted that 77.60% rural women of Barmer are not aware about the existence of a thing like sanitary napkin. Whereas ladies in Jaipur are more aware about sanitary napkins. In Jaipur 72.40% respondents are fully aware about sanitary napkins.

23. It has been found that education has a positive impact on the awareness regarding sanitary napkin. Thus, in Jaipur the women populace, where the education levels are reasonably higher than that of Barmer, they are definitely more aware. Eight out of nine villages of Barmer don’t have secondary schools. School dropout rate is very high in the girls of Barmer villages. 19.80% of respondent who are illiterate are aware about sanitary napkin while 34.48% women who study till 6-9th standard know about sanitary napkins.

The value of significance taken for this relationship is 0.06. The pearson correlation value found is 0.118, that proves a positive relationship between 

**Education and Awareness about sanitary napkin** in Barmer but depict a weak relationship as per Cohen 1988.

In Jaipur 100% of graduate and post graduate women are aware about sanitary napkins. 90.91% women, who have studied till 10th-12th standard, are aware about sanitary napkins in Jaipur and level of awareness about sanitary napkin is decreasing with decreasing level of education.

The value of significance taken for this relationship is 0. The pearson correlation value found is 0.543, that proves a positive relationship between 

**Education and Awareness about sanitary napkin** in Jaipur but depict a strong relationship as per Cohen 1988.
24. Awareness is not the only issue but it is essential that the women in rural area should use sanitary napkins to ensure their personal hygiene. In rural Barmer only 14% ladies are using sanitary napkins. Among these women 4.4% continuously take shift between sanitary napkin and clean cotton cloth as per the availability. Severely 86% of the respondents of Barmer are not using Sanitary napkins. There are many reasons behind not using sanitary napkins like many of them are not aware about it, secondly there is a problem of unavailability. Even if sanitary napkins are available there is also a big issue of disposing it after usage. 18% respondents of Barmer villages are agree that sanitary pads are useful.

68.40% of respondents in Jaipur are using sanitary napkins, whereas rest of the respondents prefers cotton cloth.

25. The income of individual impacts their buying behavior as it helps them decide the money they would spend on the purchase of goods. It has been noticed that with an initial increase of income level, usage of sanitary napkin is also increasing. Only 8.57% women are using sanitary napkin with the monthly income of 1500-3000 in rural Barmer, whereas it is found that only 4.07% women are using sanitary napkin in rural Jaipur, which increases sharply as 44.19% in rural Barmer and 48.57% in rural Jaipur when income group changes to 3001-6000.

The value of significance taken for this relationship is 0.04. The pearson correlation value found is 0.180, that proves a positive relationship between
family Income and usage in Barmer but depict a weak relationship as per Cohen 1988.

Strangely it is observed that both in Barmer and Jaipur, when income group rises to 9001& more, percentage of sanitary napkins user decreases to 28.57% and 24.42% respectively.

The value of significance taken for this relationship is 0.01. The pearson correlation value found is 0.207, that proves a positive relationship between family income and usage of sanitary napkin in Barmer but depict a strong relationship as per Cohen 1988.

26. In the present study, sampling was done on the bases of age. 18.82% women from the age group of 18-30 years are using sanitary napkin. From the age group of 30-40 years 10.46% women and 12.65% ladies from 40-50 years age group are using sanitary napkin in Barmer. It was found that in the middle-aged women of Barmer, the use of sanitary napkins in comparatively less when compared to ladies of other age groups.

It was noticed that more number of women from younger generation and older generation are using sanitary napkin in comparison middle age women in rural Jaipur. 48.27% women are using sanitary napkin from the age group of 30-40 years. Whereas 80.68% ladies from age group of 18-30 years and 77.33% womenfolk from age group of 40-50 years are use sanitary napkin.

27. Education has noticeable effect on the awareness about usage of sanitary napkin in Barmer. But in case of Barmer actual usage is found only in the villages where the product is available.
In the pictorial demonstration 5.30(b) it can be seen that with increase of education level usage of sanitary napkin is also increases. In Jaipur 100% of graduate and post graduate women are using sanitary napkins. 84.5% women, who have studied till 10th-12th standard, are using sanitary napkins in Jaipur and usage of sanitary napkin is decreasing with decreasing level of education.

28. In Barmer Stayfree is the only Brand which is available in shops. 14% women of rural Barmer are using Stayfree.

Many sanitary napkin brands are available in the market of Jaipur villages. Among those Whisper is the most used brand in rural Jaipur. 37.20% respondents are using it, 21% women are using Stayfree in Jaipur and 7.20% ladies are using Carefree. This is a picture of a place where women are getting option to use different brands because these brands are available in rural Jaipur.

29. It is learned that in Barmer 86% women are using cotton cloth instead of using sanitary napkin. 14% women are using sanitary napkins, out of these only 10% women are using it regularly and rests are repeatedly switching between cloth and sanitary napkins due to the lack of availability of sanitary napkins.

In Jaipur cotton cloth is being used by 32% women only. This is a comparatively smaller number then Barmer because in Jaipur there is no problem in availability of sanitary napkins and disposal.

30. According to Kotler, et al. 2013 because of low level of literacy in rural India, consumers there identify brands through logo and package colour. In rural Rajasthan maximum women does not recognize brand names of sanitary
napkins. 5.6% Women of Barmer villages know only one brand i.e. Stayfree because it is the only brand which available there. 94.4% female of villages of Barmer and 44% ladies from rural Jaipur does not recognize brand by its name. These women identify the brand of their sanitary napkin by package color. 40.40% women from Jaipur villages know 1-2 brands name and only 15.60% respondents know 3-4 brands of sanitary napkin.

31. 71.43% women from Barmer villages take decision about brand as well as buy it for themselves in this only those women are counted who use sanitary napkin. Buying a sanitary napkin is a very personal decision and many women take decision by themselves and for some women other family members buy sanitary napkin for them. Like in villages of Jaipur 76.02% women take decision about sanitary napkin brand as well as buy it for themselves on their own. Whereas 17.60% women of rural Jaipur don’t buy sanitary napkin for themselves, they do not even decide the brand of sanitary napkins for them. Other family member like father, mother, and husband take this decision for them. Women from the age group of 35-45 years in villages of Jaipur feel shy to buy sanitary napkin for themselves therefore they send their daughters to buy it.

32. 65% respondents from villages of Jaipur, make their decision about sanitary napkin in advance. They choice their brand before going to shops and rest of respondents decide on the spot according to schemes offered or price of the brand. Since in rural Barmer there is only one brand available i.e. Stayfree, so this question is not applicable for the women there.
33. 42.40% women in villages of Jaipur change their sanitary napkin brand in 1-2 years. 34.50% women are using similar brand from more than 5 years. Since women of Barmer villages don’t have choice in brand this choice is missing.

34. Rural consumers buy their supplies from different shops. Some buyers buy from the village shopkeepers; some from Panchayat Shop or Panchayat samiti shop; others buy from the near town. In Barmer 80.40% respondents prefer to buy their products from shops nearby their home and 46.40% rural family of Jaipur buy their requirements from nearby shop8.40% ladies from Barmer and 28% respondents from Jaipur buy their product from Panchayat samiti shops. 6.80% women from Barmer and 4.80% women from rural Jaipur buy their supplies from near town.

35. Making people aware is a huge task in rural marketing. A big part of rural India has inaccessibility to conventional advertising media. The penetration of media is very low in rural areas. Mostly people get aware through word of mouth in rural area. Here shopkeeper can play a significant role in the distribution and promotion by advising consumers about FMCG products. It has been noticed that in Barmer 30.80% respondents reported that shopkeeper suggests different FMCG products to them whereas in Jaipur 76.40% ladies report the same phenomenon.

36. Bajpaye (2006) suggests that advertising plays an important role in building good perception. According to him building a good perception about the product is the first footstep and quality of a product comes second. If people have a perception that the product is better it would sell no matter even if the
competitive product is actually of better quality. Perception of consumer works at preliminary stage only and in longer terms quality becomes more important to satisfy the consumer.

In Jaipur only 37.60% women buy same product again which was recommended by shop keeper and this number is even less in Barmer only 25.20% ladies buy that product again. Rest of the respondent switch their brands if they don’t get satisfy from product.

37.Kotler et al. (2013) say due to low penetrations of mass media and strong community dominance which influence problem identify phase through word of mouth. In fact publicity done by Government and non-Government organization has a huge impact on rural people for creating awareness. Opinion leader who are supposed to be more knowledgeable play a significant role in providing advice and information. Word-of-Mouth (WOM) has always been most frequently used tool in marketing. In Barmer people don’t have much choice in brands. Many women don’t even discuss about their using product with their friends. In villages of Barmer only 37.60% women converse about product with their friend while in Jaipur villages 52.40% women talk about products and brands they are using. 34% female in Barmer and 41.20% women folk in Jaipur also criticize brands and products to their friend if they are not satisfied with them.

38.It has been perceived that no respondent of 6001-9000 income group have toilets at their home. 36.66% respondents from higher salary group have toilets
at their home. 13.96% respondents from the income group of 3001-6000 and 16.41% from 1500-3000 have toilets in Barmer.

Whereas in Jaipur 6001-9000 income group have the maximum percentage of people have toilets at home i.e. 82.45%. 37.50% respondents from higher salary group have toilets at their home. From the income group of 3001-6000 42.96% respondents and 18.75% from 1500-3000 have toilets in Jaipur.

39. It has been apprehend that no respondent from 6001-9000 income group have toilets at their home in Barmer. 36.66% respondents from higher salary group have toilets at their home. 13.96% respondents from the income group of 3001-6000 and 16.41% from 1500-3000 have toilets in Barmer.

Where as in Jaipur it has seen that 6001-9000 income group have the maximum percentage of people who have toilets at home i.e. 82.45%. 37.50% respondents from higher salary group have toilets at their home. From the income group of 3001-6000 42.96% respondents and 18.75% from 1500-3000 have toilets at their place in Jaipur.

40. As it has been discussed above that education plays an important role in an individual’s life. Educational status leads them to different opinions. In this analysis it is learned that in Barmer education has effect on availability of toilet. Numbers of educated women are negligible in Barmer. There are only 2-3 women who have studied till class 10\textsuperscript{th} and 100% of these respondents have toilets at their home. 6.89% respondents who have studied till 6\textsuperscript{th} -9\textsuperscript{th} standard have toilets at their home premise which is also lowest percentage of respondents who have toilets at their residence.
21.32% women with no educational qualification have toilets at their place.

In Jaipur there is no effect of educational status on the number of ladies who have toilets at their home.

41. It has been found that total 44 women from villages of Barmer and that 121 in villages of Jaipur have toilet at their place. In this analysis only those women are taken under consideration for the purpose of analysis who have toilets at their home. 36.36% women from village of Barmer and 76.03% women are utilizing both soap and sanitary napkin. 38.64% ladies from Barmer and 22.31% responds from Jaipur are using only soaps whereas 25% women from villages of Barmer and 1.65% women from Jaipur villages are using both soap and sand.

42. 9.22% respondent from Barmer and 61.24% ladies are using both soap and sanitary napkins who don’t have toilet at their house. 6.31% women of Barmer and 25.58% women of Jaipur are using soaps but not sanitary napkin whereas 58.25% ladies of Barmer and 10.85% ladies of Jaipur are using both soap and sand to wash their hands. While 26.21% women of Barmer and 2.33% from Jaipur are not using soap and sanitary napkin both.
Discussion on Research Questions

Q₁: Which is the most common source of information about branded products in rural Rajasthan?

In case of Jaipur Television is the most common source of information about branded products. Whereas in case of Barmer Television is not a most common source of information about branded products. Interestingly, it is found that in Jaipur television is the most available source for information. Still 47.60% of women went on to follow the information based on “word of Mouth”.

In Barmer, as there is very low access to television, 62.40% women follow the information based on “word of mouth”

Q₂: What is the level of awareness of Rural women regarding brands of FMCG products?

In case of Jaipur rural women are aware of various brands of FMCG products whereas in Barmer, rural women are not aware about brand names of FMCG products.

It is found that as villages of Jaipur are near to the capital city, brand awareness by names of available range is almost 100% whereas the villages
located in the remote rural area of Barmer, brands are not recognized by names. This is significant that most of the companies do not reach out in the remote rural areas, still the usage and awareness percentage show that there is a huge opportunity for them as rural areas are mostly unexplored.

In the case of sanitary napkins, as evident in the Table 5.35 interestingly in villages of Jaipur, the brand awareness is found to be only 56% and in Barmer, it is merely 5.6%.

This brings out a very interesting fact that although there is 10 times more awareness in village of Jaipur than villages of Barmer, still the brand awareness is changing from product to product.

Q3: Is there any shift of preferences in rural area from indigenous to branded products?

In Jaipur there is a major shift of preferences in rural area from indigenous to branded products. Whereas in case of Barmer, there is no shift of preferences in rural area from indigenous to branded products.

If we discuss the complete shift from indigenous to branded product in Jaipur it is 73.20% whereas in Barmer 18.40% in case of soap and in case of sanitary napkins in Jaipur the shift is 68% and Barmer it is 10%.
The major role is found to be played by the factor of “Toilet availability” in villages of Jaipur; it is found that there is a shift of 98.34% in case of usage of soaps where toilet is available whereas in villages of Barmer it is 75%.

In case of sanitary napkin in villages of Jaipur this is observed as 76.03% and in Barmer it is 36.36%. Hence, the major shift is observed from indigenous to branded products in the case where toilet is available.

Another significant factor in Jaipur, there are 24.80% of women using both soap and sand to wash hands whereas in Barmer it is as high as 60%. These figure show that these women are in transaction phase likely to shift from indigenous method to branded products in these areas.

Q4: What are the decision making factors behind the purchase of FMCG products?

In both the study area decision of purchasing soaps is taken by head of the family and price of the product are the major motivating factors behind the purchase of FMCG products.

Whereas in case of sanitary napkins, preferences of head of the family and price of the product are not the major motivating factors behind the purchase of FMCG products.
It is evident from the data that in case of buying soaps, the earning male member are dominating the decision with very low percent of women domination in both the study areas. When it is comes to buying sanitary napkins, women are move dominating than male member in both the study areas.

Q5: Is there any effect of Income and education level on tendency of buying FMCG products?

In both the study areas increase in Income level, also increase tendency of buying FMCG products.

When Income group of the villages shift from 1500-3000 to 3001-6000, there is a significant shift in using both soaps and sanitary napkins in both the areas. Hence, this is the income group, which is the potential consumer for these products.

Strangely it is observed that both in Barmer and Jaipur, when income group rises to 9001& more, percentage of soaps and sanitary napkins user decreases.
In both the study areas increase in education level, tendency of buying FMCG products increases.

Education has significantly effect on the awareness about hygiene but in case of Barmer actual usage is found only in the villages where branded product is available. It is found that if the branded products made available this 45.60% of literate women will be a potential consumer as a group.

Q7: What is the level of loyalty towards brands in rural Rajasthan?

In both the study areas, purchaser is brand loyal. Choices are not shifted each time.

It is clear from the data, that the buyers of both the study areas are generally brand loyal. Although this figure is comparatively low in villages of Barmer but it is found that purchases is restricted because of unavailability of products. Hence, it can be concluded that major buyer are brand loyal in these areas.
Finding

a) Awareness for hygiene is found to be increasing is in the women of all the study areas.

b) Availability of toilets is the key factor in usage of soap and sanitary napkin, which is noteworthy, increased during last 5 years (91% in villages of Jaipur and 79.50% in villages of Barmer) due to “Swachh Bharat Mission”.

c) Moreover, the use of toilets is again dependent on availability of water. In Jaipur, water availability in toilets is as high as 93.4% whereas in Barmer, it is only 56.80%. This is a major factor which is affecting the usage of soap and sanitary napkin.

d) When Income group of the villages shift from 1500-3000 to 3001-6000, there is a significant shift in using both soaps and sanitary napkins in both the areas. Hence, this is the income group, which is the potential consumer for these products. Strangely it is observed that both in Barmer and Jaipur, when income group rises to 9001& more, percentage of both soap and sanitary napkins user decreases.

e) Education has significantly effect on the awareness about hygiene but in case of Barmer actual usage is found only in the villages where branded products are available. It is found that if the branded products are made available this 45.60% of literate women will be a potential consumer group.

f) The remote rural areas show huge potential for FMCG products is basically for soap and sanitary napkins, as awareness is found very high in those areas.
g) It is found that the percentage of women in transit mode (shifting inclination) is very high with regard to usage of traditional methods and branded products (in Jaipur it is 28.40% and in Barmer it is 60%). This indicates the huge possibility to convert them into potential buyer of the branded products by approaching them and generating motivation to use these products.

h) Mostly the consumer of that branded products are found to be brand loyal in these area subject to availability of the brand product.

i) The purchase decisions are dependent on the type of product. In case of soaps it is taken by the earning male member of the family whereas in case of sanitary napkins it is taken by women folk of the family.
**Suggestion**

- Wending machine of sanitary napkin should be place in villages so that women can buy sanitary napkin without any hesitation.

- Disposal problem of sanitary napkin should be addressed. There is no proper method to dispose sanitary napkins which is one of the main reason women in villages prefer to use cotton cloth instead of sanitary napkin.

- Work should be done on low women education rate especially in villages of Barmer, where most of the villages don’t have secondary schools.

- Serious efforts are must be made to provide water source for the toilet.

- Generally companies don’t approach rural area with the thought they have to spend more money and time to create substantial cliental there. Whereas these are have a wide potential with ready awareness and willing to buy branded FMCG products.

**Limitations of the Study**

- Sample size is limited due to limitation of time, space and manpower and this study may also be limited due to these aspects.

- Limited Study Area is chosen due to restriction of time; hence conclusions drawn may not be universal.

- The answers of the respondents, as such will have to be taken as true.

- Study is conducted for only two FMCG product categories.