2.1. INTRODUCTION

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked and what methods and methodologies are appropriate and useful. As such, it is not in itself primary research, but rather it reports on other findings. According to John David and Stephen Davis\(^1\), the literature review is one which uses as its database reports of primary or original research itself.

Review of literature is a systematic search on previous research studies in a particular topic. It is a quest for research findings apart from the textbook facts and figures. This assists to a researcher to identify the place from where he has to start his present research, trace out his research area, and identify the research problem. Moreover, it provides a strong theoretical background on the subject matter of a research. In view of Dr. Paul V. Young\(^2\), it facilitates the researcher to ascertain what has happened in his research topic. It provides record of findings, suggestions and recommendations made by the previous research scholars. The present research scholars can understand their standing on their research and it is possible to know the research gap in this area of research. Therefore, the review of literature is imperative to types of researches.

This chapter aims to provide a general overview of the literature relevant to this research work. The research findings are given in chronological order.

Kashyap\(^3\) (2000) analysed different attitudes and beliefs influencing rural and urban purchase behavior. In urban areas the buying decision is individual driven whereas in rural areas, decision-making is a collective process. For example, if a village is now ready to shift from tooth powder to toothpaste or the village wants to mechanize farming and someone is keen to buy a tractor, the process may start from the village headman who represents the pinnacle of the collective or it will be discussed in the Panchayat. Secondly, rural buyers take long time to decide on a particular brand, but once they are convinced, they are convinced; they are more brand loyal than their urban counterparts. Thirdly, there is a myth that rural people do not buy quality goods. Rural buyers are equally quality conscious, but value for money is of paramount importance and functionality of product, rather than the frills and appeals to hem because servicing is a major hassle in remote areas. He opined that farmers today, in India are flush with funds, their aspirations aroused. Ten consecutive good monsoons leading to bumper harvests, doubling of procurement price for paddy and wheat in the last decade, a fourfold increase in outlay for rural development from the seventh to ninth plan and the change in lifestyles due to proliferation of TVs caused the rural boom.

Ramaswamy\(^4\) (2001) explored the problems of rural markets. They says that the problems arise basically out of the peculiar dynamics of the rural


market of India the uniqueness of the rural consumer, the uniqueness of the structure of the rural market and the peculiarities of the distribution infrastructure in the rural areas. They are special to the rural market; and they require a unique handling. The special problems in physical distribution in the rural context are (I) transportation (ii) warehousing and (iii) communication. As regards rail transport, though India has the fourth largest railway system in the world, many parts of rural Indian remain outside the rail network. As far as road transport is concerned, the constraints are twofold: (I) constraints on roads and (ii) constraints in carriers. Today, many parts in rural India have only kacha roads. And even these kacha roads become unserviceable during the monsoons, leaving the rural interiors totally unconnected. Inadequacy of suitable carriers is the second constraint. Just as in transportation, in warehousing too, these are special problems in the rural context.

Narang\(^5\) (2001) conducted a study on rural markets and the buying behavior of the rural consumers of Uttar Pradesh (UP). The items included in the study were consumables: toilet soap, washing soap, tooth paste/powder, face powder, face cream, edible oil, tea, razor blade, and durables: electric fan, wrist watches and televisions. The sample size of 200 was distributed to three regions, Northern UP, Central UP and Eastern up, in proportion to rural population of each region. The results indicated that the majority of the rural population was not satisfied with the locally available brand choice. Substantial numbers of buyers were making the purchases from the city shops for all the products under study. 61.42 percent of eastern UP respondents made their purchases from city and 51.12 percent of northern UP respondents and 50.10 percent of central UP respondents also bought products from the city. An

interesting finding was that the proportion of purchase made from the city was less when compared to the proportion of dissatisfaction level with the locally available brand choice. It meant that even though more people were dissatisfied with available brand choice in the local market, they still continued to buy from the local market. This could be so because they did not visit the city so frequently and had to purchase the brand which was available locally. So, there was scope for additional nationally established brands in the rural regions. The study showed that hawkers were unable to win the confidence of the customers. It was noted that majority of the respondents had reported the non-availability of the desired brands in local shops. The analysis showed a close relation of non-availability of desired brands with the proportion of city purchase for different products. It can be inferred that the non-availability of desired brands in the local market stimulates the city purchase. It was suggested that a physical distribution system be evolved and implemented that is best suited to the rural environment.

Trehan and Singh⁶ (2002) in a comparative study on urban and rural consumer behaviour, observed that urban consumer behaviour is significantly different from their rural counterpart in considering brand image, guarantee, warranty, credit availability, foreign collaboration, latest technology and after sales service but found similarity in their behaviour in considering durability and price while making purchase decision for colour television. They noted that there was no significant difference between the urban and rural people regarding time of their purchase. In rural areas 51 per cent purchased as and when needed and 12 percent after harvest.

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Sarwade\textsuperscript{7} (2002) analysed a study on the emerging dimensions of buyer behaviour in rural area. It is observed that the role of husband in family purchasing decisions in various items was comparatively less than of housewife. The study reveals that, the consumer purchases the convenience goods in rural market was mostly did once a week and it is monthly for daily consumption goods such as toothpaste, shampoo, talc. With the increase in real income of rural people, a shift was found to have taken place in the items consumed by the rural consumers. It was also found in the study that most of the consumers from rural area developed brand familiarity with brand names, which are heavily known in urban areas. The buying behaviour in general and buying decisions in particular in rural area is influenced by the factors like price, availability of products. It is very interesting finding from the survey of that, most of the consumers from higher income group generally purchase the products, which are highly popular in urban area. It also conducts that majority of the customers get the new product information from the shop keeper as against the television and price is the most influencing factor, which influences the purchasing decision as compared to quality.

Tathood and Pandiya\textsuperscript{8} (2003) emphasized that marketers must understand the psyche of the rural consumers and then act accordingly. To effectively tap the rural market, a brand must associate itself with some activities the rural people do. It can be achieved by utilizing the various rural folk media to search them in their own language and in large numbers so that the brand can be associated with the myriad rituals, celebrations, festivals,

melas and other activities that are found in rural market. It was found that problems of physical distribution, channel management and promotion and marketing communication adversely affect the service as well as the cost aspect. They concluded that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage.

Jiwarjka\(^9\) (2004) stated that for a number of FMCG companies in the country, more than half of their annual sales come from the rural market. There is a need to generate superior data on rural marketing system, the *haats*, *melas*, *mandis* and on village and small town income levels and consumption patterns. They need to learn how to use existing market *bplaces haats*, *melas*, and *mandis* to arrange live distributions of their products. He also stressed that the key ingredients for successful penetration into the hearts and wallets of village consumers include long-term commitment, cost reengineering and sustained innovation and specialized strategies.

Parthasarathy\(^10\) examined of new initiatives of various firms in developing countries. The major areas covered were power, banking, telephony and consumer goods. The author says that marketing to the rural folk has to be innovative and it is up to the companies to explore the market potential. He emphasizes that innovation is not only packaging and other elements of marketing mix, but also a complete approach to meeting the needs of rural customers. He quotes that the rural population in developing countries is 80%
of the world's rural population and the key issues for marketers in developing countries are (a) pricing issue of affordability, (b) reach-distribution and transportation of the goods to far flung areas, (c) product awareness-using nonconventional media, apart from the traditional media. He suggests that efforts have to be made to fit the products to rural customers' lifestyles and local relevance has to be brought in the market communication. Rural markets are increasing in both size and volume and any marketing manager will be missing a great opportunity if he doesn't explore the rural markets. Further, urban markets have become congested with too many companies and have reached a near saturation point. Rural markets have become the main street with potential for consumption of a variety of products and services. For many a product, rural market provides a promise owing to lag in adaptation. It makes market entry easy.

Leahy\textsuperscript{11}(2008) examined that the concept of brand loyalty in Fast Moving Consumer Good (FMCG) markets. The primary objective of the study was to explore why loyalty develops in FMCG markets from the consumers’ perspective. In addition, this study explored the consumers’ perspective on the types of bonds that exist in FMCG markets and the role of bonds in the development of brand loyalty. The dominant conclusion arising from this study is that brand loyalty exists in FMCG markets for both cognitive and emotional reasons. Essentially this research determined that the development of brand loyalty is predicated on the development of customer-brand bonds. This research concludes that the challenge for marketers is to develop and nurture the bonds that lead to and that can strengthen brand

loyalty. The research also concludes that brand loyalty studies in the future should focus on both cognitive and emotional reasons for brand loyalty and the role of bonds therein. Exploring brand loyalty in this way should assist in the analysis of and understanding of brand loyalty in FMCG markets and should consequently result in the development of effective marketing strategies designed to build brand loyalty.

Nuntasaree Sukat\textsuperscript{12} (2008) purposed research was evaluated in some depth the phenomena of male consumer behaviour in buying skin care products in Thailand. In order to cope with the research purpose, Fishbein and Ajzen’s theory of reasoned action model is employed as a theoretical framework and modified by adding the self-image construct. The research objective was find out the “To what extent do beliefs in product attribute, self-image, Normative influences, and attitudes toward applying skin care products, affect Thai male consumers’ purchase intention and purchase behaviour in buying skin care products. The researcher was find out the result or confirm that beliefs, self-image, normative influences, and attitudes have impacts on purchase intention and purchase behaviour in buying skin care products among Bangkok male consumers. The modified theory of reasoned action is appropriate to explain male consumer behaviour in the purchase of specific cosmetic product in the Thai setting.

Garga Ghuman and Dogra\textsuperscript{13}, (2009) done the one study among the 300 rural consumers in 3 districts of Punjab found that, rural consumers prefer to


buy the goods in 39 small packets at lower price. They want the more products at reasonable price, in other words value for money. He also explains the importance of promotional tools in rural areas. He suggested that FMCG companies must enter and tap the rural market in phase manner.

Gihan Wijesundera\(^\text{14}\) (2010) in this article “Factors influencing the demand of beauty soap among female consumers in the greater Colombo region” Purpose of this study is to explore how the marketing mix and demographical factors influence the brand preference and purchasing behavior of beauty soap among the female consumers in the greater Colombo region. The results indicated that there were statistical relationships between price, product, education, occupation and band preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference. Thus the research concludes that the price, product, education and occupation are only having a statistical relationship with the brand preference of female consumers in the greater Colombo region.

Suresh Bhagwat\(^\text{15}\) (2011) in his e article “FMCG Markets to contribute in Indian rural Economy perspective in global era” This study focuses their efforts on empowering the rural consumer with the latest trends and technology and teaches them ways to improve their standard of living.


Tauseef Ahamed 16 (2011) attempted to find the variables/factors that affect customer impulsive buying behaviour in FMCG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc., on customer buying behaviour have been analyzed. A hypothetical model was created in this paper, which had been taken into consideration for our research work on impulse buying behaviour of consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of Jodhpur with the help of structured questionnaire on Likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study was Factor Analysis. After the thorough analysis of the available data it was found that since income of each individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc., so the purchasing power of people has really gone up and thus the impulsive buying of commodities is on a high trend mainly due to pricing strategies of retail players and full festival offers throughout the year.

Jeevanandam17 (2011) held a survey that has been directed towards providing both marketers and academics with greater insight into consumer purchasing behaviour as it relates to the consumption of fast moving consumer goods. The study focused branding from two different perspectives, that is on the part of the consumers and the other from the side of the store managers.

According to the store managers the brand value of the FMCG products are not determined by the packaging, promotion and pricing of the products. But they believe that consumer buy FMCG product based on their quality. They believe that the customers are satisfied with quality of the branded products and so the purchase of FMCG products will increase if they are of good quality. The objective of conducting the research was to analyse the extent to which Indian retail store managers perceptions and consumers’ perceptions converge to promote brand equity in respect of fast moving consumer goods in retail chain stores at Bangalore. This was carried out by identifying the main variables like branding, packaging, pricing, promotions and quality. The study was based on the impact of these variables on the perception of consumers’ and Indian retail store managers. The study revealed that the consumers and store managers believe that consumer purchase depend on branding and the quality of the products and all other variables have a least impact.

According to Mahalingam and Nandha Kumar (2012), the consumer bahaviour plays important role in marketing. This is influenced by various factors. In the changing global scenario we find that consumers needs and wants to buy a product also changes with it. In the study the researcher has assessed the socio-economic profile, shopping pattern consumer and found out the factors influencing the consumer to purchase the selected FMCG products. The primary data required for the study was collected through questionnaire which was distributed to 400 samples chosen from Coimbatore city .The tools used for analysis are percentage analysis, garrett ranking and chi-square. From this study it was found that most of the consumers are influenced by brand and

quality in purchase of FMCG products. There by the researcher has suggested improving the quality in FMCG product through product development and external monitoring.

Mahalingam, and Nandha Kumar\(^{19}\) (2012) have assessed the socio-economic profile, shopping pattern consumer and found out the factors influencing the consumer to purchase the selected FMG products. The primary data required for the study for collected through questionnaire which was distributed to 400 samples chosen from Coimbatore city. The tools used for analysis are percentage analysis, garrett ranking and chi-square. From this study it was found that most of the consumers are influenced by brand and quality in purchase of FMG products. There by the researcher has suggested for improving the quality in FMG product through product development and external monitoring. The authors concluded from this study that FMG sector is growing and will continues to grow very fast. The futures for the FMG sector look extremely encouraging. The sector having under gone a structural change is all set to emerge stronger in future. The FMG market remains highly fragmented with almost half of the market representing brand up package homemade product. This presents a tremendous opportunity for the markets of branded product. The study on the consumer behaviour towards the products of FMG has received a pivotal position in the market for paste, soap, shampoo although there are many competitors in the market. FMG was able to maintain hold its top rank providing quality product at reasonable price to consumer. Quality is the main motivating factor for the consumer to buy the product of FMG. Introduction of new products in the market to satisfy the consumer is

also an importance reason for FMGs to hold the top in the consumer market. It clears from the study that FMG acquire a major share in the consumer goods market the manufacture as to provide quality goods at reasonable price.

Muthuvelayutham\textsuperscript{20} (2012) in his study titled “The Study of Consumer Brand Loyalty on FMCG- Cosmetic Products with Special Reference to Madurai” analyzes the relationship between demographic variables on the brand loyalty of the consumers and tries to identify the consumer’s switching factors in respected selected product category. This study is essentially a correlation study. A randomly selected sample of 600 from Tamil Nadu State, South India, particularly Madurai, Tuticorin, Kanyakumari districts were selected to analyze. To indicate the amount of correlation between the variables, Chi-square test was used in this study. Results show that among the variables age, education level and gender have the most significant impact on consumer’s brand loyalty.

Shafayet Ullah and Panuel Rozario Prince\textsuperscript{21} (2012) discussed in their study that Fast Moving Consumer Goods (FMCG) sector is one of the largest sectors in the economy of Bangladesh. In the last few years, the FMCG industry in Bangladesh has experienced a dramatic growth that both qualitative and quantitative improvements have taken place in the consumer durables segment. FMCG in marketing means convenient and low involvement products like, salt, flours, pens, chocolates, etc. In recent years, the FMCG industry


worldwide has experienced a difficult market condition. In some categories, formerly popular brands have either been deleted or squeezed between the category leaders and low-cost competitors. This study recommends focusing on three important factors, i.e., sales promotion, time constraints and unavailability of brand to smoothen the progress of the FMCG industry in Bangladesh. The FMCG industry will find better development opportunities, if the findings of this study are used as an input in its strategic decision making.

Parminder Singh (2013) conducted a study and he has observed that the FMCG companies have immense possibilities for growth and if the companies are able to change the mindset of the consumers, i.e. if they are to take the consumers to branded products and offer new generations products, they would be able to generate higher growth in the near future. After getting all of the data collected through observations and by the questionnaires we come to a conclusion that the factor 4 and factor 6 has same at the top by which consumers make their opinion for use of buying in products with mean value (2.763) which is more effective in the comparison of the low mean value (2.08 and 2.02) of the factor 3 and factor 5 that is less effective in making the opinion for use of buying the products. There are various factors which affect the success of FMCG and these factors also affect in making decision of consumers. The study shows that gender is the most effective demographic variable which affects the success of FMCG.

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Main purpose of the study of Dr. Mohammad Naquibur Rahman\textsuperscript{23} (2012) has been conducted to investigate the impact of advertisement on consumer behavior of university students (N = 150). This paper aims to explore the role of advertisement on attitudes towards buying behavior. A questionnaire has prepared to evaluate the impact of advertisement. The sample data has been collected from of college students of Umm Al-Qura University, Makkah between 18-24 age group. As a whole six brands has been taken into consideration as FMCG’s brand e.g., Al-Safi, Al-Marai, Nadec, Jamjoum, Nada and Saudia. Interviews were made in respect of their co-relations with advertisements. As a result, formulation of chi-square, frequency and binomial test analysis were used and presented in tabular, bar graph, and pie chart format. These results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behaviour. The model used therein influenced the consumers more as compared to traditional mode of advertisement. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbors, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behavior. The most preferred brand is Al Safi Milk and second preferred brand is Al-Marai Milk. Consumers were attracted and influenced by the flash of advertisement on the silver screen.

Alireza Miremadi and Elham Faghani\(^{24}\) (2012) evaluated the attributes which influence on consumer buying behavior and their preference in Iranian FMCG market. In this study 700 questionnaires were distributed and 374 questionnaires were returned providing a 53.4% response rate. The researchers also discovered that reinforcement, antidandruff, attractive packaging, and shiny are most important attributes to influence on consumer buying attitude in Iranian market. However the sustainability, price and quality were considered as the main reason to buy branded shampoo and it should consider as main competitive advantage strategy for branded shampoo.

In view of Md. Abbas Ali \emph{et al.}\(^{25}\), (2012) with more than six hundred thousand villages and more than 70% of the population, rural India has become a massive consumer goods market. FMCG has emerged as a major product category in rural consumption. Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behavior and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India. Empirical study was conducted in 8 districts of South India to identify the key influencing variables. Factor analysis was used to form 24 key variables into five groups (influencing factors). Influence of retailers’ recommendations has emerged as the most significant variable in the trust


factor. According to the study, rural consumers in South India consider that usage of FMCG contributes to their lifestyle.

Tauseef Ahmad\textsuperscript{26} (2012) attempted to find the variables/factors that effects customer impulse buying behavior in FMG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc on customer impulse buying behavior has been analyzed. A hypothetical model has created in this paper, which has been taken into consideration for our research work on impulse buying behavior of the consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of Jodhpur with the help of structured questionnaire on likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After the through analysis of the available data it has been found out that since income of individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc so the purchasing power of the people has really gone up and thus the impulse buying of the commodities is on a great increment mainly due to pricing strategies of retail players and full of festivals throughout the year. The results of this research study clearly indicate that there exists a weak association between consumer lifestyle, fashion involvement and post-decision stage of consumer’s purchasing behavior with the impulse buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Pre-decision stage of consumer’s purchasing behavior established strong association with the impulse buying behavior of the consumers. So, it is established through this

\textsuperscript{26} Dr. Tauseef Ahmad\textsuperscript{26} (2012). \textit{op.cit.}
research that consumers purchasing products in the area of Jodhpur plan their purchases, having shopping lifestyle related to planned purchases and their post-decisions are also not guilty. The pre-decision stage of the purchasing associate these buyers with unplanned or impulse buying because these days stores are full of variety of products and a buyer can easily get interested in purchasing a product which appeals him or her while shopping the planned list of products and here pleasure principle comes into play.

Muhammad Sajid Rasool et al., (2012) conducted to find out the effects of advertisements on user behavior in Lahore city (N=150). A questionnaire was used to measure the effects of advertisements and every age person was targeted in our study for to get the perception and awareness of people about the (FMG) toothpaste brands. 5 brands of toothpaste were selected in our present study. For analysis Chi-Square, Z test and descriptive analysis were used and presented in bar chart and pie chart form. The results proposed that people change their brand for to try the new brand. Results are also proposed that consumer behavior changed by the income and male are more like the advertisement rather than the female. The behavior of the consumer can be changed by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision. This study tell us that consumer behavior sustain due to culture, when culture, traditions, trends and customs will be change then user change their choices. Consumers are quality conscious healthier tooth rather than freshness and they do brushing two times in a day. People like media advertisement rather than banners or newspapers. Many consumers use the specific brands on the dentist recommendation that’s why they do not change the brand. The consumers have

more awareness about Close-up and Colgate brand of toothpaste. The consumers are mostly like the media advertisement. Through media consumer are attracted more so the companies are used the media as a mode of promotion for the product. In Pakistan combine family system is followed so the more consumer are used same product which is their parents are used. That’s why on that people advertisement and other promotion modes are not influence their behavior and due to parents or under some limitations consumers behavior not influenced. Finally, consumer behavior will attract to those products which are easily available and has more quality rather than quality. Income is a major factor on which bases people buy low price product brands of FMG.

Deliya\textsuperscript{28} (2012) studied the importance of packaging design as a vehicle for communication for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour towards such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer’s behaviour towards the packaging of FMCG products. When consumers search for the process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

In view of Muneeswaran and Vethirajan\(^\text{29}\) (2013) the consumer behaviour assumes much importance in the present consumer oriented marketing system with particular reference to 'gender attention'. The FMCG sector consists of four product categories such as Household Care, Personal Care, Food & Beverage and Tobacco each with its own hosts of products that have relatively quick turnover and low costs. Every consumer is purchasing a particular product due to the influence of many factors. The influencing factors differ from one consumer to another and from product to product also. Similarly the brands which hitherto occupied a place in the minds of the consumers have started to disappear due to various sales promotion techniques and the quality brands from FMCG have slowly started to attract the rural consumers. Though there is a different ways and means to exhaust and to distribute abundantly produced personal care FMCGs products in markets, but the consumers in the market are influenced generously by responding to selling habits of retailers both in urban and rural market. In markets the consumers usually purchase what is available at the retail outlet. Therefore the producers of personal care FMCGs should progressively strengthen their distribution reach in the market. At the same time, there are some challenges such as poor distribution system, fragmented rural market and heterogeneity of population which the retailers ought to meet for satisfying the needs of consumers.

Shehbaz Qasim\(^\text{30}\) (2013) shares these issues into number of extents to consider that there is any association between customers buying behavior.


However, it allows one to check whether branding can really motivate customer buying practice. The research focuses on the individual buying conduct and branding affiliations. The sample is gathered from the various zones of Delhi NCR to analyses the monthly income effect and in addition to place of racial, religion and geographic issue for suitable sampling. The significance of this research is to clarify how branding have an impact on diverse purchasers behaviors hypothesis towards FMG brand items that are analyzed utilizing the consumer behavior variables. The findings recommend that variables under components like dependability and item properties assumes a critical part at this low monthly income and price cognizant set of respondents. The customers to a great extent remain brand committed. A significant share of monthly income is spent on purchasing basic need (counting FMG items). Advertisements and offers have significant effect on bigger family unit and youths. In the meantime where they are purchasing tasteless items, they support desire value for branded items which stays limited because of absence of cash.

Shalini Srivastava\(^{31}\) (2013) conducted with the help of semi – structured questionnaire employing mixed method research approach using explanatory design with concurrent timing. The study first examined the socio – economic factors, followed by product preferences – generic or branded under various heads of FMG product categories, reasons for such preferences followed by factors affecting the buying behavior. There were twenty one such factors placed under five broad categories. The findings of the study reveal that consumers in such areas prefer brands over generic products. At the same time reliability, product features and socio- economic factors have a large impact on

buying behavior along with promotional offers. The findings suggest that variables under factors like reliability and product attributes plays a very important role for this low income and price conscious set of respondents. The consumers largely remain brand loyal. A considerable portion of monthly income is spent on buying grocery (including FMG products). Promotions and offers have considerable impact on larger household and young adults. At the same time where they are buying generic products, they nourish aspiration value for branded products which remains restricted due to lack of money.

Yuvarani\(^\text{32}\) (2013) has highlighted the rural consumer behavior before purchase, at the time of purchase and post- purchase. The commodities chosen for the research are shampoo, bathing soap, toothpaste, biscuits and mosquito coil/liquid. The commodities selected for the research has been done on the basis of products available for hair care, skin care, oral care, food and beverages care and mosquito repellants. The research concludes that the perception of a rural consumer is as equal as the perception of an urban consumer. They are able to realize 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 FMG. 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 FMG and make suitable purchase decision. They are able to collect maximum information of the product through Television advertisements. The consumer behavior 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 utilization 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 behavioral aspect as well as the royalty of brand.

Geeta Sonkusare\textsuperscript{33} (2013) conducted a study to examine women consumers buying behavior with respect to selected FMCG products in Chandrapur city. The Primary data has been collected from 30 respondents from Chandrapur City. Structured questionnaires have been framed contained 10 questions which has been asked to women consumers. The secondary data has been collected from books, websites, articles, television etc. Finally some Finding, limitations, conclusions and suggestion has been written in this paper. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers. It has been concluded that T.V. advertising have great impact on buying behavior of women customers. Before purchasing any product customers/ consumers collects information for their proper purchasing decision making activites hence Advertising is mostly adopted to get information about FMG products. There are different factors influenced on buying behavior of women consumers in that it has been found that Social and personal factors have more influenced. Maximum women consumers influenced by word-of-mouth in chandrapur city. It has been also concluded that Maximum no. of women consumers are attracted towards the

marketing strategy through advertising and Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMG products.

Chandrasekaran and Kannan\(^3\)\(^4\) (2014) have made a survey on the urban consumers towards selected FMCG. According to them, the brand preference in urban areas particularly in FMCG sector is showing a significant growth. In this survey we found that most of the popular FMCG brands and using any one of them as their brand. Gone the days when consumers were just depending on local brand, imitation brand and home based product for their use. They have selected different types of FMCG product categories and their brands, but in this study, the researcher has considered the products based on foods and beverages, personal care, health care and analyzed the purchase behavior of the urban consumers by applying advanced statistical tools and presented the findings accurately. The present study also highlights the most important tools such as motivational factors, customer’s satisfaction, opinion of recommendation, impact of advertisement and the difficulties faced by the consumers are also identified. The suggestions given in this study may help the consumers to know the right products with their brands and also to the companies to overcome the obstacles to develop their prospectus.

Vibhuti et al.\(^3\)\(^5\) (2014) conducted a case study to identify the factors affecting consumer buying behaviour towards FMG products and finally effecting their decision making process. The data for this study has been


collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer behaviour is largely affected by place, product, price, promotion, physiological and psychological factors. However, effect of these factors also differs from product to product. The authors analyzed the buying decisions of the respondents in respect of select FMG products viz. chocolate Bar, Milk, Edible oil, Bath Soap and Shampoo, we had used nine Factors like Price, Availability, Quality, Taste, and Attractiveness of the Packages, Quantity, Ingredients Brand and Influence by Media. The basis of decision making was measured on 3 point likert’s scale as Most Important, Important and Not Important.

Main purpose of the paper of Surabhi Koul et al.,\textsuperscript{36} (2014) was to examine the nature of family purchase decision making at the Bottom of the Pyramid (BOP) using a study of BOP consumers in India. The primary objective was to identify the purchase approach of BOP consumers for Fast Moving Consumer Good (FMG) products depending on the role of each family member and the types of roles assumed by different family members, given the constraints they face in the dynamic environment that characterizes the BOP. The paper qualitatively investigated the family decision making or FMG products in rural and urban areas of Jammu, J&K (India). Although the results highlight the dominance of the husband in the purchase of products in BOP markets in India, the role of the wife and children are also very well emphasized in the findings.

Bhatt, Shahir and Bhatt Amola\textsuperscript{37} (2014) conducted a study on the
FMCG. According to the authors, the rural marketing has been emphasized as a
tool to achieve inclusive sustainability in business, social justice, equality and
development of nation. Moreover, FMCG (Fast Moving Consumer Goods)
companies should understand that urban-rural divide continues to exist. This
study is an attempt to understand different aspects of rural consumer behavior
on buying of packaged food products. The study aims to identify the factors
which are important while purchasing packaged food products. The study also
examines the relationship between the factors brought out and demographic
factors like age and monthly income. The data is collected using a self-
administered questionnaire. The sample size for the study is 200 respondents.
The focal product is a packaged food product sold in rural areas of Ahmedabad
district. Analysis has been done using multivariate technique like Factor
Analysis followed by ANOVA and post-hoc tests. The study observes that the
factors for selecting packaged food include health, convenience, proximity,
mood, price, brand, and sensory appeal. Additionally, it is found that three
factors, namely, health, convenience and mood, have significant relationship
with age, and four factors, namely, health, mood, price and brand, have
significant relationship with monthly income.

Kumar and Joseph\textsuperscript{38} (2014) point out that the rural consumers are known
to earn low income, have low level of literacy, low level of brand awareness,
asymmetric information and inadequate communication and transportation

\textsuperscript{37} Bhatt, Shahir and Bhatt Amola, Consumer Behavior towards Packaged Food in
Rural Areas: An Empirical Study in Ahmedabad District, Gujarat, \textit{IUP Journal

\textsuperscript{38} Kumar, N.A., and Joseph J., A Study on Consumer Behavior towards FMCG
Products among the Rural- Suburban Areas of Ernakulam, \textit{Journal of Global
facilities. The Rural markets and sub-urban markets are now expanding in Kerala with ever greater penetration index, as the growth seems stunted in the urban markets. In the study, rural and suburban areas of Ernakulam with a sample size of 100 respondents were selected. The study intends to identify the level of influence of various factors on the purchase of FMCG products-soaps & detergents among the rural/semi urban consumers. The study emphasized that rural consumers gave more importance to the ‘quality’ of the FMCG-personal care brands they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media. The findings exhibited that both the retailers and consumers perceived that sales promotion activities carried out by the companies were for increasing sales in short term and clearing excess stocks. What this implies is that companies need to use sales promotion synergistically and communicate so that they provide value to the target audience and enhance brand quality/image perceptions. Companies need to systematize information flow regarding sales promotion activities particularly at dealer and retailer level. Ensuring proper information flow and devising checks and measures to reduce misappropriations and implementation flows should be considered critical aspects for the success of sales promotion activities by the companies. As retailing is fragmented, direct reach by companies is not feasible. Through dealers and proper feedback mechanism, companies can keep track of the market. From the study it was found that smaller retailers felt neglected and not enthused to implement the schemes, particularly when additional handling, stocking, accounting was required on the part of a retailer without compensatory margins. It can be seen that the retailer and consumer perceptions matched with respect to preferences of schemes, underlying motivations and role of mass media. This implies that the retailer would be a rich source of information about the consumer and the likely
response to sales promotion activities. Developing a system to tap such responses from time to time both at retailer and consumer level would be helpful for planning future sales promotion activities. In order to build trust and commitment companies should tap preferences, perceptions of retailers as well as consumers through relationship marketing, and herald online shopping from home.

The aim of the research work of Shehbaz Qasim and Swati Agarwal\textsuperscript{39} (2015) is to study the consumers’ attitude towards Non Alcoholic Beverages. The data for the study has been collected by performing face-to-face interview with the respondents with the help of questionnaire. This study collects data from 400 consumers across Delhi NCR. This study is started with objectives of examining socio-economic background of respondents, analyzing the factors influencing consumer preferences towards selected FMG products that is Non-Alcoholic Beverages, checking the level of satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer preferences are largely affected by age, sex, place, product, price, availability, psychological, people and brand influences.

A study conducted by Udurawana\textsuperscript{40} (2015) to identify factors affecting on consumers fast foods buying behavior with special reference to Pizza Hut outlet in Anuradhapura city area. The study population represented by each and every customer located in Anuradhapura city area and representative sample was selected including school children to foreigners and entrepreneurs those


who have consumed pizza. 114 members out of 120 responded to the researcher, where they were contributed to examine nine variables was Location, Atmosphere, Sales Persons Behavior, Awareness, Price, Quality, Image, Promotion, Fast Service with demographic variables and the required data was collected through structured questionnaires. Data was analyzed through descriptive techniques where percentages, mean, standard deviation, t test and cross tabulation were facilitated. At the end researcher identified that all factors were significant towards consumer buying behavior but related to the selected region customers was not satisfactory awareness about various brands of pizza, culture of pizza; location was confused on parking and low freedom even with atmosphere. And they enjoyed their image though consuming pizza appreciating sales person behavior but pricing, nutrition and promotion were somewhat deviated on consumer expectation related to the analysis. Finally researcher suggested to change location of pizza outlets and commented to increase awareness of consumers related pizza culture.

A study of Kamalun Nabi et al.41 (2016) was conducted with an objective to find out the advertisement effectiveness on the behavior of the consumers towards fast moving consumer goods in Bhadrak district. The sample for study chosen was 200. A questionnaire was thoroughly prepared to measure the advertisement effectiveness. The study aimed to generate the perception and awareness of people about the (FMCG) detergent brands. 5 brands of detergent powders were selected in our present study. For a better analysis Chi-Square test was used. The results proposed that people change

their brand for to try the new brand. Results are also proposed that consumer behavior changed to the type of income and male were more receptive to advertisement in comparison to female. The behavior of the consumer can be changed through advertisement. The consumers under study are aware about all the brands of detergent. Coming to brand preference, attractive packing, small size and low price plays an important role in all the age group and other factors become secondary in the market under study. In case of age group of 20-30 prefer Surf Excel as their first choice, however in case of age group of 30-50 prefers Tide as their first choice and similarly age group of above 50 prefer Tide. Finally, consumers will be attracted towards those products which are easily available and has more quality rather than quality. Income is a major factor on which bases people buy low price product brands of FMCG.

Asha and Merlin Thanga Joy42 (2016) aim to find out the attitude of rural consumers towards FMCG products in the district of Sivaganagai in Tamil Nadu, India. Methods/Statistical Analysis: This study is descriptive in nature. Structured Questioner is framed to collect the data form the respondents. A total of 384 samples has been taken for data analysis. Multistage Sampling Technique is used to select the sample respondents. Product Category and Products Chosen for study are Toiletries such as: Soaps, Shampoos and Toothpastes. Findings: Among the different factors influence rural consumers to make purchasing decision of FMCG products, ‘Price and Quality’ Factor consisting of the variables such as lasting effect, nearness to selling point, quantity must be reasonably good, price is an important criterion; The quality of the product, for their medicinal value and availability is very

important and found to be the most important factor that influences the rural consumers to make purchasing decision of FMCG products. The next important factor influence rural consumers to make purchasing decision of FMCG products is ‘Life style Factor’ which consists of the variables such as brand endorsement, friends and relatives and life style. Application/ Improvements: The proposed factors/variables can be used to study the behavior of the consumers in any sectors and that of in any districts and states.

The study of Saranya and Surya\textsuperscript{43} (2016) aimed at to shed light on competitive conditions prevailing in the FMCGs retail trade sector. The study also focused on the analysis of competitive within the sector, and draws lessons for competition policy. The study on the consumer behaviour towards the products of FMCG has received a pivotal position in the market for paste, soap, shampoo although there are many competitors in the market. FMCG was able to maintain hold its top rank providing quality product at reasonable price to consumer. Quality is the main motivating factor for the consumer to buy the product of FMCG. Introduction of new products in the market to satisfy the consumer is also an importance reason for FMCGs to hold the top in the consumer market. It clears from the study that FMCG acquire a major share in the consumer goods market the manufacture as to provide quality goods at reasonable price.

2.2. CONCLUSION

Most of the studies in the FMG marketing have been purely studies attempting to classify the rural population into market segments by considering their socio-economic and socio-cultural dimensions. A comprehensive study on the general shopping pattern, changing awareness level, brand preferences and the reasons for preferences and the involvement of family members in shopping is very much lacking.

The review of literature revealed that the behaviour of rural consumers vary from product to product and region to region. The buying practices for FMGs are different from that of consumer durables. Moreover, the relationship of the buying practices with income, education, age and occupation has not been understood clearly. Further, rural consumers are influenced by the changes in the environment, so periodic studies are needed to understand the change in buying practices. Therefore an empirical research is being conducted in this region to find out the general shopping pattern, awareness level, brand preferences and the reasons for preferences, and the various factors influencing them in purchase pattern.

From the analysis it is clear that the previous researches have their own methodology to arrive at the findings. The findings are very clear because the analysis of data and interpretations have been made with the help of suitable statistical tools. All the researches are trying to identify the same findings so that it is sure that the past studies have proved that the buyers have their own likes and dislikes. The present research goes on the same lines but with distinct methodology to deal with the buyers’ behaviour towards the FMGs in a particular geographical area i.e., Thiruvarur district.