Chapter – 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

The following findings and suggestions were made on the basis of analysis and interpretation of the previous chapter:

5.1. FINDINGS

- From the demography of the FMG customers, it is known that the, male customers from majority (67.5%). 20-40 is the age group that has majority customers.(54.5%). 63 per cent customers are married. Degree/Diploma holders are of 45.5 per cent. Employees are in large number (38.8%). Majority customers (38.8%) earn annual income of above Rs.3 lakhs.

- Majority of the customers (40%) have possessed the relationship with the particular brands of the FMGs for the period of 1-2 years. Next, 34.8 per cent customers have bought the particular brands of the FMGs only for the last 1 year. ‘Above 3 years’ is the period of the customership to the 25.3 per cent customers.

- Majority customers (45.5%) buy the FMGs once in fortnight and they buy any desired products. 28 per cent customers buy usually once in month. 21.5 per cent customers buy once in week. 5 per cent customers visit to the shop occasionally and they form the minority in number.

- In respect of the source of awareness, majority of the customers (46.75%) have such awareness from the neighbours. 32.75 per cent customers got advertisement the source. At the same time, the minimum number of customers (15.25%) has the source from their friends/relatives.
• In respect of the visit of the customers to the shop, maximum number of customers (54.5%) buys the required FMGs with prior determination. On the other hand, rest of the customers’ visit (45.5%) to the shop buy the FMGs incidentally.

• From the table 4.6, it is clear that 44.8 per cent customers spend Rs.201-400 per month for the FMGs and they form the majority. 25.5 per cent customers spend Rs.401-600 per month in this regard. It is the amount upto Rs.200 to the 22.5 per cent customers. Minimum number of customers (7.3%) spends more than Rs.600 per month for purchasing the FMGs.

• Majority customers (71.5%) do not have any grievance against the FMGs or the FMG sector. Really, this is a great credit to the FMG sector. At the same time, the 28.5 per cent customers have some grievances. So, the FMG companies have to look after on those grievances of the customers even they are in least number.

• 49.5 per cent customers are influenced by the salesmen to buy the FMGs. At the same time, 21.5 per cent customers are influenced by the friends/relatives. 29 per cent are influenced by themselves.

• Reasonable price of the products influences the majority number of customers (47.7%). 33 per cent customers are influenced by easy availability. 18.3 per cent customers are influenced by the Quality of the goods. Advertisement is taking a very minimal role and the 1 per cent customers are motivated by it. So, it is clear that the FMG companies should pay its attention on the powerful advertisements.
5.1.1. FINDINGS FROM STATISTICAL ANALYSIS

- There is no association between gender of the customers of the FMGs and type of buying the FMGs.
- There is association between gender of the customers and length of relationship with the particular brands of the FMGs.
- There is association between gender of the customers and frequency of buying the FMGs.
- There is no association between gender of the customers and amount spent for purchasing the FMGs.
- There is no association between gender of the customers and having grievance against the FMGs.
- There is no association between gender of the customers and influencing aspect to them to buy the particular brand of the FMGs.
- There is no association between gender of the customers and influencing person to them to buy the particular brand of the FMGs.
- There is no association between age of the customers and type of buying.
- There is no association between age of the customers and frequency of buying the FMGs.
- There is no association between age of the customers and amount spent for purchasing the FMGs.
- There is no association between age of the customers and having grievance against the FMGs.
- There is no association between age of the customers and influencing aspect to them to buy the particular brand of the FMGs.
- There is no association between age of the customers and influencing person to them to buy the particular brand of the FMGs.
5.1.2. Analysis of Variance (ANOVA) Test

- It can be observed that age has no significant impact on the level of agreement on various factors of satisfaction except the factor ‘customer relationship of the company’. For the factor ‘customer relationship of the company’, it is concluded that there is significant difference in the level of agreement of customers in different age groups. The customers in the age group 41-60 years (2.94) have higher level of agreement than the other age groups. The customers in the age group 20-40 years (2.50) have the least level of agreement. However, the overall level of agreement level (2.68) on this factor ‘customer relationship of the company’ reveals the fact that the customers do not have adequate satisfaction towards this, as this mean value 2.68 has a literal meaning of ‘below neutral’.

5.1.3. ANOVA Test: AGE AND AWARENESS

It can be observed that age has no significant impact on the level of agreement on various factors of awareness so that the respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of awareness of customers in different age groups on various factors of awareness (i.e., age has no effect on awareness). The overall mean of 2.80 has a literal meaning of ‘below neutral’. Hence it is suggested that the Sangh should revise its strategies to raise the level awareness of its customers to retain them and add more customers to its fold.
5.1.4. ANOVA Test: AGE AND ATTITUDE TOWARDS PRICE

It can be observed that age has no significant impact on the level of agreement on the attitude towards price. And it can be concluded that there is no significant difference between the mean level of agreement of customers in different age groups and the attitude towards price (i.e., age has no effect on attitude towards price). The overall mean of 3.02 has a literal meaning of ‘neutral’. Hence it is suggested that the FMG companies should revise its strategies to raise the attitude of its customers to retain them and strengthen the customer base.

5.1.5. ANOVA Test: AGE AND ATTITUDE TOWARDS PRODUCT

The age has no significant impact on the attitude of towards the product and it can be concluded that there is no significant difference between the mean level of agreement of customers in different age groups and the attitude of towards the product (i.e., age has no effect attitude of towards the product). Also it can be seen from the above table that the overall level of agreement (3.44) of customers reveals the fact that the customers do not have favorable attitude towards product. The overall mean of 3.44 has a literal meaning of ‘neutral’.

5.1.6. ANOVA Test: AGE AND ATTITUDE TOWARDS PATRONAGE

The age has no significant impact on the attitude of the customers towards the patronage. So, there is no significant difference between the mean level of agreement of customers in different age groups and attitude of the customers towards the patronage (i.e., age has no effect on attitude of the customers towards the patronage). Also it can be seen from the above table that the overall level of agreement (3.24) of customers reveals the fact that the
customers do not have favourable attitude towards patronage. The overall mean of 3.24 has a literal meaning of ‘neutral’.

5.1.7. ANOVA TEST: AGE AND ATTITUDE TOWARDS IMAGE

The age of the customers has no significant impact attitude towards image except the factors ‘Maintenance friendliness’ ‘Sentimental touch’, and ‘Competitiveness’. There is no significant difference in the mean level of agreement of customers on the attitude towards the image (i.e., Income of customers has no effect on attitude toward image). For the factors ‘Maintenance friendliness’, ‘Sentimental touch’ and ‘Competitiveness’, there is significant difference in the level of agreement of customers with respect to their age and attitude towards the image.

5.1.8. ANOVA TEST: AGE AND ATTITUDE TOWARDS TRUST

In the case of age of customers, it has no significant impact on the level of agreement on the attitude of the customers towards trust except the factor faith on quality’. And it can be concluded that there is no significant difference in the mean level of agreement of customers with different age groups on the attitude towards trust.

5.1.9. ANOVA Test: INCOME AND SATISFACTION

The Income of customers has no significant impact on the level of agreement on various factors of satisfaction except for the three factors ‘quality’, and ‘Availability of variety of Goods’. So, there is no significant difference in the mean level of agreement of customers with different income groups on various satisfactory factors. For the factor ‘quality’, it is concluded that there is significant difference in the level of agreement of customers with
different Income of customers towards their satisfaction in respect of the quality. The customers with income Rs.1-2 lakhs have very low level of agreement (2.16) than the other Income groups. The customers with income 3 lakhs have better level of agreement (2.84) than the other Income groups. Also for the factor ‘Availability of variety of goods’ the respective null hypotheses is rejected. There is significant difference in the level of agreement of customers in different income groups with respect to this factor.

5.1.10. ANOVA TEST: INCOME AND AWARENESS

The Income of customers has no significant impact on the level of agreement on various factors of satisfaction except for the factors i.e., ‘The name of the company of the FMGs and price changes’. And it can be concluded that there is no significant difference in the mean level of agreement of customers with Income of customers in different income groups on various factors of awareness. For the factors ‘The name of the company of the FMGs and price changes’, the null hypothesis is rejected and as it is marginally significant at 5% level of significance. So, it is concluded that there is significant difference in the level of agreement of customers with different Income of customers.

5.1.11. ANOVA TEST: INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PRICE

In respect of the income of customers, it has no significant impact on the level of agreement on various factors of attitude towards price except for the factors i.e., ‘Lesser Price, Expectation on reduction of price’, respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in different income
groups on various factors of attitude towards price. For the factor ‘lesser price’, that there is significant difference in the level of agreement of customers with different income of customers in respect of the attitude towards price. Likewise, the other factor viz., ‘Expectation on reduction of price’ the null hypothesis is rejected and as it is marginally significant at 5% level of significance. So, it is concluded that there is significant difference in the level of agreement of customers with different income of customers in respect of the attitude towards price.

5.1.12. ANOVA TEST: INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PRODUCT

The income of customers has no significant impact on the level of agreement on various factors of attitude towards product except for one factor i.e., ‘availability of substitutes’. The respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in with Income of customers on various factors of attitude towards product. For the factor ‘availability of substitutes’, the null hypothesis is rejected and as it is marginally significant at 5% level of significance. So, it is concluded that there is significant difference in the level of agreement of customers with different income of customers in respect of the attitude.

5.1.13. ANOVA TEST: INCOME OF CUSTOMERS AND ATTITUDE TOWARDS PATRONAGE

The income of customers has no significant impact on the level of agreement on various factors of image except for the factors ‘Willing to wait, Willing to Argue and Reluctant to criticize. The respective null hypotheses are
accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in different income groups on various factors of attitude towards patronage. For the factors ‘Willing to wait’, it is concluded that there is significant difference in the level of agreement of customers with different income of customers. Also for the factors ‘Willing to wait, Willing to Argue and Reluctant to criticize, the corresponding null hypotheses are rejected. There is significant difference in the level of agreement of customers in different Income groups with respect to these factors.

5.1.14. ANOVA TEST: OCCUPATION AND SATISFACTION

The occupation has no significant impact on the level of agreement on various factors of satisfaction except for the three factors ‘Price of the Products, Approach of the staff, and reliability. The respective null hypotheses are accepted so that there is no significant difference in the mean level of agreement of customers in with occupation on various factors of satisfaction. For the factors ‘Price of the Products, the null hypothesis is rejected so there is significant difference in the level of agreement of customers with different Occupations. Also for the factors Approach of the staff, and reliability the null hypotheses are rejected. There is significant difference in the level of agreement of customers with different occupations with respect to these factors.

5.1.15. ANOVA TEST: OCCUPATION AND AWARENESS

The occupation has no significant impact on the level of agreement on various factors of awareness except for the factors such as ‘Categories of the FMGs’, ‘Concessions / discount / offers’ and ‘Trend of the FMG sector’. The
respective null hypotheses are accepted so that there is no significant difference in the mean level of agreement of customers of different occupations on various factors of awareness. For the factor ‘categories of the FMGs,’ there is significant difference in the level of agreement of customers with different occupations. The household customers have very low level of agreement (1.71) than the other occupation groups. Also for the factors ‘Concessions / discount / offers’ and ‘trend of the FMG sector’, the there is significant difference in the level of agreement of customers with different occupations with respect to these factors.

5.1.16. ANOVA TEST: OCCUPATION AND ATTITUDE TOWARDS PRICE

The occupation has no significant impact on the level of agreement on various factors of attitude towards price except overall attitude’ so that the respective null hypotheses are accepted so that there is no significant difference in the mean level of agreement of customers with occupation on various factors of attitude towards price. In respect of the overall attitude towards price, significant difference exists in the level of agreement of customers with different occupations with respect to overall attitude.

5.1.17. ANOVA TEST: OCCUPATION AND ATTITUDE TOWARDS PRODUCT

The occupation has no significant impact on the level of agreement on various factors of attitude towards product except for the factors such as ‘Nature of products’, ‘Availability of Substitutes’ ‘Possibility for improvement of products’ and ‘overall attitude. The respective null hypotheses are accepted so that there is no significant difference in the mean level of agreement of
customers in occupation on various factors of attitude towards product. There is significant difference in between ‘Nature of products’ and the level of agreement of customers with different occupations. Also for the other factors i.e., Availability of Substitutes’ ‘Possibility for improvement of products’ and ‘overall attitude’, there is significant difference in the level of agreement of customers with different occupations with respect to these factors.

5.1.18. ANOVA TEST: OCCUPATION AND ATTITUDE TOWARDS PATRONAGE

The occupation has no significant impact on the level of agreement on various factors of attitude towards patronage except for the factors such as ‘sentimental touch, Willing to come back’ Reluctant to criticize Willing to recommend and First Preference. The respective null hypotheses are accepted and it can be concluded that there is no significant difference in the mean level of agreement of customers in with occupation on various factors of attitude towards patronage.

5.2. Findings from the t-Test

- In the case of average level of agreement of male and female customers on various satisfaction factors and test for significant differences among male and female customers, it can be observed that the factor ‘reliability’ has the highest mean level of agreement’ (3.52), followed by ‘Information providing by the company’ (3.45) and ‘Location of the shop’ (3.05). However, while looking at the overall level of agreement of all the factors of satisfaction, the mean is only 2.81, which has a literal meaning of ‘below neutral’. Generally speaking, the customers of the FMGs do not have adequate satisfaction. Also it can be observed that
the gender has no significant impact on the level of agreement on various factors of satisfaction except the factor ‘reliability’. For the factor ‘reliability’, it is concluded that there is a significant difference in the level of agreement of male and female customers on this factor. The female customers (3.74) are more reliability than the male customers (3.42). It is suggested that the FMG companies should take appropriate steps to retain the existing female customers.

5.2.1. \textit{t-Test: Test for difference in level of agreement of male and female customers}

The gender has no significant impact on the level of agreement on various factors of awareness except ‘trend of the FMG sector’. The respective null hypotheses are accepted so that there is no significant difference in the mean level of agreement of male and female customers of the FMGs on various factors of awareness. However, the variable ‘trend of the FMG sector’ is marginally significant at 10% level of significance. So, the male customers have higher level of awareness (3.04) than the female customers (2.81) on the factor ‘trend of the FMG sector’.

5.2.3. \textit{t-Test: Test for difference in level of agreement of male and female customers}

The gender has no significant impact on the level of agreement on various factors of attitude towards price. The respective null hypotheses are accepted and there is no significant difference in the mean level of agreement of male and female customers of the FMGs on various factors of attitude towards price.
5.2.4. t-Test: Test for difference in level of agreement of male and female customers

The gender has no significant impact on the level of agreement on various factors of attitude towards product. The respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the FMGs on various factors of attitude towards product. The differences in agreement are highly not significant.

5.2.5. t-Test: Test for difference in level of agreement of male and female customers

The gender has no significant impact on the level of agreement on various factors of attitude towards patronage except protection of the customer friendliness. The respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of male and female customers of the FMGs on various factors of attitude towards patronage.

5.2.6. t-test: Test for difference in level of agreement of married and unmarried customers of the FMGs on various factors of attitude towards image

The marital status has no significant impact on the level of agreement on various factors of attitude towards image except two factor ‘sentimental touch’. The respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the FMGs on various factors of attitude towards image. For the factors ‘sentimental touch’, the corresponding null hypotheses
is rejected so that there is significant difference in the level of agreement of married and unmarried customers on this factor.

5.2.7. t- TEST: Test for difference in level of agreement of married and unmarried customers

The marital status has no significant impact on the level of agreement on various factors of attitude towards trust except the factor ‘faith on the advertisements’, the respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the FMGs on various factors of attitude towards trust. For the factor ‘faith on the advertisements’ the corresponding null hypothesis is rejected and anyone can conclude that there is significant difference in the level of agreement of married and unmarried customers on the factor.

5.3. TRUST VS. MARITAL STATUS

5.3.1. t- TEST: Test for difference in level of agreement of married and unmarried customers

The marital status has no significant impact on the level of agreement on various factors of attitude towards price except the factors ‘Immateriality of price’, ‘Lesser Price’ and ‘overall attitude’ The respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the FMGs on various factors of attitude towards price For the factors ‘Immateriality of price’, ‘Lesser Price’ and ‘overall attitude’ there is significant difference in the level of agreement of married and unmarried customers on these factors.
5.3.2. Relationship and attitude towards product

The marital status has no significant impact on the level of agreement on various factors of attitude towards product except the factors ‘Availability of Substitutes’ and ‘Possibility for improvement of products’. The respective null hypotheses are not rejected and it can be concluded that there is no significant difference in the mean level of agreement of married and unmarried customers of the FMGs on various factors of attitude towards product. For the factors ‘Availability of Substitutes’ and ‘Possibility for improvement of products’, there is significant difference in the level of agreement of married and unmarried customers on these factors.

5.3.3. Marital status and attitude towards patronage

The marital status has no significant impact on the level of agreement on various factors of attitude towards patronage except the factors ‘Continuous support’, ‘Willing to wait’, ‘Willing to come back’ ‘Reluctant to criticize’, and ‘overall attitude’. For the factors ‘Continuous support’, ‘Willing to wait’, ‘Willing to come back’ ‘Reluctant to criticize’, and ‘overall attitude’, there is significant difference in the level of agreement of married and unmarried customers on these factors.

5.4. RANKING OF VARIABLES

Gender vs. Ranking

- The null hypotheses are not rejected and it is concluded that there is no difference in the rankings of male and female customers on various sub dimensions of the attractive factors of the FMGs.
• This verifies that the null hypotheses are not rejected and it is concluded that there is no difference in the rankings of male and female customers on various sub dimensions of discouraging factors.

• It can be observed from the above table that the z-value of -.642 and p-value of 0.261 for the factor ‘Concessions for repeated buying’ verify that the null hypothesis corresponding to this factor is not rejected. However, for all the other factors the high z-values and low p-values verify that the respective null hypotheses are rejected and it is concluded that there is a significant difference in the rankings of male and female customers.

5.4.1. Marital status vs. Ranking

• The null hypotheses are not rejected and it is concluded that there is no difference in the rankings of married and unmarried customers on the attractiveness of the FMGs.

• It is clear from the above table that the Z values are low and p-values are very high for the factors less rate of return and lengthy period of insurance. This verifies that the corresponding null hypotheses are not rejected and it is concluded that there is no difference in the rankings of married and unmarried customers on these sub dimensions. However, the factor lengthy period of insurance is marginally significant (P = 0.053).

• It is concluded that there is a significant difference in the rankings of married and unmarried customers. The married customers have given better ranking than the unmarried customers for the factors Frequent Offers, Price reduction, Concessions for repeated buying and Transparent details. The unmarried customers have given better ranking
than married customers for the Improved quality, Freshness of the product, Replacement of damaged goods and New varieties.

5.4.2. Area of residence vs. Ranking
- It is clear that the null hypotheses are not rejected and it is concluded that there is no difference in the rankings of customers residing in village and town on various sub dimensions of the attractiveness.
- The null hypotheses are not rejected and it is concluded that there is no difference in the rankings of married and unmarried customers on various sub dimensions of the of disappointment towards the FMGs.
- The high z-values and very low p-values for all the other factors verify that the null hypotheses are rejected and it is concluded that there is a significant difference in the rankings of residents of village and town customers. The village customers have given better ranking than the town customers for the factors Frequent Offers, Price reduction, Concessions for repeated buying and Transparent details. The town customers have given better ranking than village customers for the factors Freshness of the product, Replacement of damaged goods and new varieties.

5.4.3. Type of family vs. Ranking
- It is clear the null hypotheses are not rejected and it is concluded that there is no difference in the rankings of customers residing in joint and nuclear families on various sub dimensions of the attractiveness towards the FMGs.
- The null hypotheses are not rejected and it is concluded that there is no difference in the rankings of customers in joint and nuclear families of
these two sub dimensions. However, the high z-values and low p-values (< 0.05) for the sub dimensions viz., sale of old goods and MRP rate confirm that the corresponding hypotheses are rejected and it is concluded that there is a significant difference in the rankings of customers of nuclear families and joint families.

- The null hypotheses in respect of all the factors are rejected except ‘Improved quality’. However, this factor is also marginally significant (p=0.052). It is concluded that there is a significant difference in the rankings of customers living in joint and nuclear families with respect to all the expectations.

5.5. KRUSKAL-WALLIS TEST

5.5.1. Age vs. Ranking

- Since all the factors have a small chi-square values and very high p-values (> 0.05), the null hypotheses are not rejected. Hence it may be concluded that age is not a factor in ranking the attractiveness towards the FMGs.

- The corresponding null hypotheses are rejected and hence it is concluded that there is a significant difference in the ranking of customers in different age groups on the factors Sale of old stocks and Levying VAT.

- The hypothesis of no difference in ranks among difference age groups on the factor Improved quality is rejected. Here also, the younger customers in the age group 20-40 years expect more improved quality, followed by the next group 41-60 years and 61 and above years. For all the other factors, the low chi-square values and high p-values (>0.05) signifies that the corresponding null hypotheses are not rejected and it is
concluded that age has no effect on the ranking of different factors of expectation. However, the factor ‘Price reduction’ is marginally significant at 10% level of significance and the younger customers (20-40 years) demand the reduction of price of the FMGs.

### 5.5.2. Kruskal-Wallis Test

**Occupation vs. Ranking**

- Since all the factors have a small chi-square values and very high p-values (> 0.05), the null hypotheses are not rejected. Hence it may be concluded that occupation is not a factor in ranking the attractiveness towards the FMGs.

- As all the factors have small chi-square values and very high p-values it is concluded that occupation is not a factor in ranking the attractiveness towards the FMGs. However, the rankings of customers of different occupation have given different rankings for Sale of old stocks and MRP rate. The household customers feel more disappointment on the MRP rate and the employee category customers are more disappointed on sale of old stocks.

- Since all the factors have large chi-square values and very low p-values (< 0.01), the null hypotheses are strongly rejected. Hence it may be concluded that occupation plays a significant role in the ranking of the expectation towards the FMGs.

### 5.5.3. Household Income vs. Ranking

- Since all the factors have a small chi-square values and very high p-values (> 0.05), the null hypotheses are not rejected. Hence it may be
concluded that occupation is not a factor in ranking the attractiveness towards the FMGs.

- Since all the factors have small chi-square values and very high p-values (> 0.05), the null hypotheses are not rejected. Hence the occupation is not an influencing factor in ranking the attractiveness towards the FMGs. However, for the factors Sale of old stocks and MRP rate the rankings of customers of different occupations have given different rankings. The household customers feel more disappointment on the Sale of old stocks and the employee category customers are more discouraged on the MRP rate of the FMGs.

- Since all the factors have large chi-square values and very low p-values (< 0.01), the null hypotheses are strongly rejected. Hence it may be concluded that occupation plays a significant role in the ranking of the expectation towards the FMGs.

5.5.4. Ranks given by customers on various factors

- It can be noted that the customers have given higher preference (Rank 1) to the factor ‘packing’, followed by ‘Availability of small quantities’ (Rank-2) and Small gifts (Rank-3). The customers have given least preference to the factor ‘Different varieties (Rank-5) among the five sub dimensions of ‘attractiveness’. This implies that the customers feel that the packing of the FMGs gives attraction to them. The FMG companies have to keep it in mind.

- The customers are more discouraging on the factor ‘Sale of old stocks’ (Rank-1) followed by ‘MRP rate and Levying VAT ’ (Rank-2 and 3 respectively). At the same time, the customers are not very much bothered about ‘poor quality’ (Rank-4).
• It can be noted that the expectation of customers are very high on the factor ‘Improved quality (Rank-1) followed by Frequent Offers, Freshness of the product, Price reduction, Concessions for repeated buying and so on. The customers have given the last rank to the new varieties. This implies that the existing varieties give satisfaction to them.

5.6. MODEL FITTING

The variable ‘patronage’ has the highest mean value (3.44), followed by Image (3.24), Trust (3.02), (2.81) and Satisfaction (2.80). The variable patronage has the maximum variability (0.769) followed by Trust (0.605).

The variables viz., Image, patronage, Trust and price have the negative skewness which mean that the customers tend to be on the lower side of the agreement/satisfaction level, whereas the variable image has the positive skewness of 0.185. This means that although are not very much satisfaction with various aspects of the FMG customers, they tend to be satisfied with the FMGs. The critical ratios for all the variables (<1.96) confirm the skewness and kurtosis values are not significant.

It can be seen that the variable ‘Trust’ has the unstandardized coefficient of 0.295 with critical ratio 1.266 and p-value of <0.001 signifies the null hypothesis with respect to the variable Trust is rejected at 1% level of significance. Also the patronage with a coefficient of −0.051 with critical value −1.7061 and p-value of 0.088 signifies the null hypothesis with respect to the variable patronage is rejected at 10% level of significance. Hence it may be concluded that the variable ‘Trust’ has significant positive effect on Satisfaction and the variable patronage has significant negative impact on
satisfaction. The other two variables price and image with respective coefficients 0.056 and 0.035 do not have any significant impact on Satisfaction (p>0.10) and their corresponding null hypotheses are not rejected.

The standardized coefficients signify the order of impact of the independent variables. The high value of 0.36 for the Trust indicates that it has the major influence on Satisfaction, followed by patronage (-0.079).

It can also be noted from the above table that the coefficient of the intercept (1.812) is also significant (p<0.001) at 1% level of significance. This indicates that apart from the variables taken for the study, some other intangible variables may also have severe impact on the satisfaction of the customers of the FMGs.

5.7. SUGGESTIONS

Following are the suggestions to the FMG companies to retain the market and the FMG customers.

- The FMGs are to be launched into the market based on the needs of customers and not on what the company wants at the market place. While targeting the rural customers, marketers have to ensure that they offer quality products. Since, children are highly involved in different stages of the purchase decision and are more influential, marketing programmes may be targeted to this segment. There is a possibility that a marketer who successfully catches the young generation can hold them relatively for a longer period as loyal customers.

- Pack size of FMCGs has a significant role in retail market as it is associated with affordability. Large section of middle class customers'
income from agriculture or agriculture related jobs, there is no steady income which results in limited amount of money to be spent. Moreover, purchase is not made in bulk, instead it is made as and when they need the product. Therefore, FMGs with small pack size will be an acceptable one to rural customers. The packaging need not be made more distinct and colourful in order to make the customer to identify the brand, because of two reasons.

- It is a great challenge for the marketers to determine the prices for their products in a way that customers sincerely believe that they receive the right value for their money. Rural customers favor quality products. Therefore, marketers targeting rural should not only price their products competitively, but also offer their rural prospects maximum value for money spent. The only way out for Indian companies is, to minimize the cost structure which would enable them to offer low-price and value-for-money products. As Indian customers get minimum income, the price and positioning decision will be influenced not just by the income but also on when it is received and how it is allocated. Companies must follow the strategy of pricing low with the backup of a good quality product to be successful in the rural market.

- The heterogeneity in the profile of the FMG customers, high extent of consultation before shopping, roles played and involvement of family members in decision making pose a challenge for creating advertisement copy. The message should be developed and exposed in the right media in order to reach the target and result in a desired behaviour. While communicating the brand message, marketers must realize that language plays a prime role. Advertisements in regional language will have more effect.
CONCLUSION

The awareness and usage of branded FMGs by the consumers in Thiruvarur district are attractions for many marketers to polish their strategies to exploit the untapped market. The attractiveness of the FMGs is mainly focused on the packing of the FMGs. At the same time, the customers’ disappointment mainly goes to the sale of old stocks by the shop keepers in Thiruvarur district. And the majority customers expect improved quality of the FMGs and free offers with the products. The findings of the study have implications on the marketers, retailers, brand managers and advertising managers who are targeting or willing to target the FMG market. It is suggested that the marketers of the FMGs need to develop different strategies for different products, since there exists variations in the buying practices for different products. In short, customized and affordable products, effective distribution, and focused marketing initiatives are essential factors in building credibility for a brand in urban and rural areas of India.

SCOPE FOR FURTHER STUDY

The study brought out multitude dimensions regarding the buying practices of the customers of the FMGs of Thiruvarur district. There exists a huge potential for FMGs in the study area. The customers are aware of branded FMGs and there is an acceptance for the same. The findings, conclusions drawn and suggestions of the present study will be of much useful to the FMG marketers targeting or going to target various market segments to develop their marketing strategies. It would also be beneficial to the academicians who are interested to do research in this area. Further studies may be conducted to find out the media habits of the rural consumers such as reading habits, preference
for television channels and the time spent for viewing television etc. Empirical study may be conducted to find out the belief structure of rural consumers on advertisement and sales promotion to better design the promotional mix strategies. The brand loyalty and brand switching behaviour of rural consumers of the FMCGs is another avenue where research may be conducted further. Further studies may be done in this area by selecting other FMGs or durables and the results may be compared. Similar studies may be also conducted in other rural areas of the country and urban areas to know the influence of regional, cultural, social and other environmental forces on the buying practices. Further a longitudinal study may be conducted after few years to find out significant difference in the buying practices, if any.