

# A KALEIDOSCOPE STUDY ON CONSUMERS' COGNITIVE RESPONSES - BRAND RECOGNITION TOWARDS FMCG

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### **Abstract**

FMCG product touches each part of human life. These items are much of the time consumed by all segments of the general public and an considerable portion of their pay is spent on these products. Aside from this, the area is one of the significant supporters of the Indian economy. This area has shown an extraordinary development over past years. The future for FMCG area is extremely encouraging because of its innate limit and positive changes in the environment. This paper examines on outline of the area

**Keywords:** FMCG Products, development, consumer, Indian Economy

### **Introduction:**

Fast Moving Consumer Goods are products that are sold rapidly at reasonable price. These satisfy the natural and everyday family needs other than basic food item, going from bundled food item, dairy items, cooking oil, bread, margarine, grains, drinks like tea and espresso, drugs, dessert shop, rolls, dishes, fixed things, watches, toiletries, cleansers, shampoos, healthy skin items, beauty care products, toothpaste, dish washing fluid, caffeinated drinks, sodas, attire, furniture and family assistants to electronic merchandise like cells, PCs, PCs, advanced cameras and so on that are normally sorted as Fast Moving Consumer Electronics (FMCEs). Indian economy is a mixed economy a legitimate blend of Rural as well as of urban market. Rural market has an opportunity for growing

and developing in near future. The rural market in India isn't discrete element in itself and it is profoundly affected by the humanistic and social variables working in the country. Rural markets offer an

tremendous learning experience like undiscovered market, large population, and huge extension for penetration. Simultaneously this market represents a few difficulties too metropolitan market is nearly coming to towards the saturation point, subsequently there is a dire need to zero in on country improvement. Additionally, over 70% of India's population lives in towns and constitutions a major market for industry. At present Indian FMCG area is worth Rs. 1,300 billion and expected to be around an incredible worth of Rs. 4,000 to Rs. 7,000 billion by 2025. Consequently, FMCG and its different companion areas are helping to provide job opportunities such as advertising, supply chain, logistic, human resource, packaging, product branding, finance, operations, supervisor and general management.

Fast Moving Consumer Goods (FMCG) can be characterized as pressed merchandise that are consumed or sold rural and small intervals. The costs of the FMCG are moderately less furthermore, benefits acquired through such deals are more volume based. The coordinated FMCG retailing in India is another idea and is quick getting up to speed in rural and urban in India. The FMCG Area in India has seen a scope of recent development. Tax deduction on different product, rise in the entrance levels and per capital utilization are a portion of the major Development in FMCG.

### **Review of Literature:**

(Venkat Ram Raj & Naseer khan, 2012) states that companies promoting FMCG to rural purchasers can't just stretch out their general advertising systems to rural business sectors. All things being equal, they need to devise rural specific strategies. In this cycle, they need to comprehend urgent issues connecting with rural customer conduct and all the more explicitly connecting with various geographic region of the country. This paper focus on grasping variables that influence the country acquisition of FMCG in South India.

(Mohammad Ali Daud, 2013) investigate in his concentrate regardless of whether country shoppers have the total month to month pay to buy marked items, they tend not to have enough cash at one place of time to make the acquisition of a thing in fact.

Therefore in regions where marked items are accessible, they are frequently sold in free amounts since they fall into the available reach.

(Anupam Jain & Meenakshi Sharma, 2013) uncovered that brand awareness in country regions especially in regard of beauty care conceivable because of nonstop and consistent improvement in customer and medical services items is showing a rising propensity. Individuals are not stressed over the cost of the item. They are showing ability to spend greater cost when they understand that they can stand to spend. Since the utilization of brand results of presumed companies will lift their status as well as height in that town. Brand quality, Cost, Simple accessibility, Family enjoying, notice, assortment and credit ascribes have been taken as factors for the estimation of Brand perception in the study.

Dr. Naquibur Rehman (2014) ,found that consumer considered advertisement works as reliable source of information when contrasted with others, (companion, neighbors, reference group). Advertising assume a vital part to influence any high or low pay group, however costly items and the redundancy of advertising didn't influence the purchaser purchasing conduct.

Srivastava & Kumar (2015) examined that FMCG area is an indispensable supporter of India Gross Domestic Product. It has been adding to the interest of lower and middle income groups in India. More than 73% of FMCG items are offered to working class families in which more than 52% is in rural India. Rural Marketing has turned into the most sultry advertising field by and large of the FMCG organizations. The rural India has huge market and the open doors are limitless. After reaching at saturation and cutthroat competition and vicious contest in urban regions, presently numerous FMCG organizations are moving towards the rural market and are making new techniques for focusing on the rural customer. Subsequently, a near report is made on development, opportunity, and difficulties of FMCG organizations in rural market. One of the most appealing purposes behind organizations to tap rural customers is that purchasing power of both lower and middle income group is rising and they are anxious to burn through cash to get to the next level their way of life. This examination paper gives definite investigation about the commitment of FMCG industry in development of Indian rural market and expects to examine about attitude of customer towards better purchasing power of FMCG product in rural market in India.

Mrs. P Bhanumati & Dr. D. S Mabel Latha Rani (2019) in his study uncovers the perception towards Fast Moving Consumer Goods specifically reference to Thoothukudi Region from the perspective of the clients. The experience of the clients are the significant hotspot for the review that stresses the section of the quantity of outlets at a simple reach. The quality Items shouldn't be terrified of the greater valuing. The well being and cleanliness are significant for the development of FMCG items. The deals outlets and their administration with great features draw in more clients. The clients are to be given all subtleties of the items sold either at outlets or retail shops. In this view, the researcher has closed the review with the deductions furthermore, ideas. This work is conveyed because of the rising contest of the retail advertises furthermore, outlets. In this cutting edge time of business field, the Fast Moving Goods are consumed persistently by every one of the sorts of clients regardless of the segregation of the pay, home, status and so forth. Subsequently the analyst has established to depict the utility of all the makers of quick buyer merchandise to support the market. Some food and toiletries are at the quick in deals and they are followed by the others in the advanced market. Thus, it is presumed that this kind of study is vital for draw the market possibilities of the Fast Moving Consumer Goods especially the Thoothukudi like city. In future, the retail outlets and shops are calibrated with a few offices to arrive to reach their consumers and their interest.

### **Objectives of the Study:**

1. To Study the Socio, Economic and Demography of consumer has brand influence on purchase behaviour of FMCG in selected rural urban respondents.
2. To study the impact of brand and preference of FMCG products.
3. To analysis the brand awareness, preference and intention of rural and urban consumers.

### **Research Methodology:**

The study is based on both primary and secondary data. The primary data has been collected through structured interview schedule. The secondary data has been collected through articles, research papers, websites, company publication, manual and booklets.

Sampling size and design: The sample size 600 respondents from 10 village of Erode District has

been chosen from sampling. Different methods t-test, One way Analysis of Variance, Multiple Regression and Correspondence and Association Analysis are applied for analyzing the responses of FMCG consumers of Erode District.

Research Hypothesis:

Null Hypothesis (H0): There is no significant relationship between age of the respondents and the level of influence in purchasing FMCG brands.

**Table 1.1**  
**Factor Influencing the purchase decision of Rural Customers for FMCG Products.**

Factor	Calculated Value	Table value	D.F	Remarks
Respondents Age	13.301	12.592	6	Significant at 5% level

Source- Primary data

**Interprtation:**

It is deduced from the above table 1.1 shows that the determined chi-square value is greater than the table value and the outcome is significant at 5% level. so we reject the null hypothesis (H0). The hypothesis "Age of the respondents and the factors affecting the purchase of FMCG brands by the rural customers" are related, holds great. From the investigation, it is presumed that there is a close connection between age of the rural respondents and the factors impacting the purchase of FMCG brands.

Table 2.1  
**ANOVA- Results of the Priorities over Different Types of Brands Awareness for Rural and Urban Customers.**

H0- There is no significant difference between rural and urban customers regarding their priorities over different types of Brands awareness.

Sources of Variation	SS	df	MS	F	F crit*
Between Group	4.099639	1	2.049624	8.11	3.86
Within Group	8.273321	599	0.250504		
Total	12.37296	600			

Source- Primary data \*Significant at 5% level

**Interpretation:**

From the above table 2.1 it is seen that the determined F value is 8.17. The F table worth of df1=1, df2 =599 and  $\alpha=5$  percent level of significance is 3.86. Since determined esteem of F is more greater than its critical value. Consequently, the null hypothesis is dismissed which closed that there is a significant difference among the rural and urban customers in regards to their needs over various sorts of Brand awareness. As customers Experience is the main focus for brand advertisers hoping to reinforce their brand promoting strategy.

**Table 2.2**

**ANOVA: Result Regarding the Consideration of Rural and Urban Customers for the most Attractive Benefit Products.**

H0: there is no significant difference between the Rural and Urban Customers regarding their consideration for the most attractive benefit products.

Sources of Variation	SS	df	MS	F	F crit*
Between Group	1.65311	1	0.826433	0.45	3.84
Within Group	60.337028	599	1.828396		
Total	61.98999	600			

Source- Primary data \*Significant at 5% level

**Interpretation:**

From the above table 2.2 it is seen that the determined F value is 0.45. The F table value of df1=1, df2 =599 and α=5 percent level of importance is 3.84; Along these lines, determined worth of F is not exactly its critical value. Thus, the null hypothesis is accepted which inferred that better benefits are promoting the item in product rural region and metropolitan regions. So they are considering about the attractive benefits.

**Multiple Regression:**

The regression model portrays the relationship between the dependent variable and independent variables. In a regression model a reaction variable Y is expressed as a function of at least one indicator factors. The regression model Analysis has been utilized to find the degree of connection between variables influencing the Customer Brand Awareness and Intention. Multiple Regression model has been utilized to distinguish the degree of relationship of Customer Brand Awareness and intention of FMCG products Rural Hhs of Erode district of Tamilnadu by utilizing different predictor variables(independent variable). Eight variables have been recognized for regression analysis. The general type of Multiple Linear Regression Equation given as:

$$CBAI_{\beta_0} = (NTTAF_{\beta_1}) + (IFFB_{\beta_2}) + (PE_{\beta_3}) - (TAPASS_{\beta_4}) - (IAL_{\beta_5}) + (CONP_{\beta_6}) + (PB_{\beta_7}) + (QOTP_{\beta_8}) + K_{\beta_n}$$

Y is the dependent variable.

K is error item

$$CBAI_{\beta_0} = -.13 - .129 (NTTAF_{\beta_1}) + .009 (IFFB_{\beta_2}) + .005 (PE_{\beta_3}) + .184 (TAPASS_{\beta_4}) - .12 (IAL_{\beta_5}) + .321 (CONP_{\beta_6}) + .226 (PB_{\beta_7}) + .12 (QOTP_{\beta_8})$$

NTTF<sub>β1</sub> = To Adopt New Trends and Fashion

IFFB<sub>β2</sub> = Interest to try FMCG brands

PE<sub>β3</sub> = Product Explanation

TAPASS<sub>β4</sub> = To attain prestige and social status

IAL<sub>β5</sub> = To increase Awareness Level

CONP<sub>β6</sub> = Categorization of new product

PB<sub>β7</sub> = Product Benefits

QOTP<sub>β8</sub> = Quality of the product

It is important to check whether the variables going into the regression are having multi collinearity problems or not. Since the high inter correlation (Multi collinearity impact) could influence the consistency of the regression analysis. For this reason correlation framework was made and VIF ( Variance Inflation Factor) utilized to survey the collinearity problem. The correlated variables are taken out from regression analysis and the excess chosen variables are remembered for the regression. The legitimacy of the model has to be tried by ANOVA.

Hypothesis H0: There is no significant contribution of variables in predicting the Consumer Brand Awareness & Intention of FMCG Products.

**Table 2.3**

Application of Multiple Regression Analysis of Consumer Brand Awareness & Intention of FMCG products in Erode District of Tamilnadu.

Variables	Unstandardized Coefficients		Standardized Coefficients	t' value	Sig.
	B	Std. Error			
Constant	-0.013	0.038		0.038	0.728
To Adopt New Trends And Fashion	-0.129	0.061	-0.082	-2.116	0.038*
<b>Interest to try FMCG brands</b>	0.009	0.001	0.529	6.741	.000*
<b>Product Explanation</b>	0.005	0.007	0.082	0.801	0.426
To attain prestige and social status	-0.184	0.06	-0.172	-3.063	.003*
Increase in awareness level	-0.012	0.061	-0.008	-0.202	0.841
<b>Categorization of New Products</b>	0.321	0.051	0.416	6.239	.000*
<b>Product Benefits</b>	0.226	0.044	0.317	5.176	.000*
<b>Quality of the Product</b>	0.012	0.027	0.047	0.428	0.67

\*Significant at 5% level

**Interpretation:**

The fitted multiple regression models involving the explanatory variables are given below:

$$CBAI_{\beta 0} = -.013 -.129(NTTAF_{\beta 1}) + .009(IFFB_{\beta 2}) + .005(PE_{\beta 3}) - .184(TAPASS_{\beta 4}) - .012(IIAL_{\beta 5}) + .321(CONP_{\beta 6}) + .226(PB_{\beta 7}) + .012(QOTP_{\beta 8})$$

From the model it is seen that there is a positive relationship and furthermore negative relationship among independent and dependent variables . The table shows the contributing factors

Variables	Positive Co-efficient	P' Value	Remark
<b>Categorization of New Products</b>	0.321	0	S

<b>Product Benefits</b>	0.226	0	S
<b>Quality of the Product</b>	0.012	0.67	NS
<b>Interest to try FMCG brands</b>	0.009	0	S
<b>Quality of the Product</b>	0.005	0.426	NS
<b>Variables</b>	<b>Negative Co-efficient</b>	<b>P' Value</b>	<b>Remark</b>
Increase in awareness level	-0.012	0.841	NS
To Adopt New Trends And Fashion	-0.129	0.038	NS
To attain prestige and social status	-0.184	0.003	S

The regression equation shows the positive connection between the ward variable (Consumer Brand Awareness & Intention) and the independent variables (Categorization of new products, Product benefits, Quality of the product, Interest to attempt FMCG brands and Nature of the item explanation).

One unit change in every one of these variables will roll out particular positive improvements equivalent to its co-effective worth in the Consumer Brand Awareness & Intention. The relapse condition likewise shows that there is a negative connection between the dependent variable (Consumer Brand Awareness & Intention) and independent variables (Increase in awareness level, To adopt new trends and fashion and To attain prestige and social status).

One unit change in every one of those variables will make a separate negative change equivalent to its co-proficient worth in the Consumer Brand Awareness & Intention . . On the positive contribution side (Categorization of new products, Product benefits, Quality of the product, Interest to try FMCG brands and Quality of the product explanation).

### Conclusion:

Brand awareness and brand preference of rural buyers towards FMCG brands is the subject of the review chose in light of the fact that rural regions are the undiscovered market in India with high potential. Urban market somewhat is stale and exceptionally aggressive. To support their business and development organizations working in metropolitan market ought to go provincial. Alteration in the promoting blend components alluring and reasonable to the rustic market is unquestionably advantageous to the FMCG players. This study has focused in essentially on the rural consumer behaviour towards chosen Fast Moving Consumer Goods (FMCG) brands regarding Dabur India, Cadbury India, Nestlé **India**, ITC (**Indian Tobacco** Organization) and Hindustan Unilever Ltd. This study is useful for the FMCG brand players to comprehend the distinctions between rural and urban clients behaviour. A significant commitment through this examination study is that it proposed and tested hypothesis laying out the connection between the different factors influencing consumer and their awareness preferences in purchasing FMCG brands utilizing.

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