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A STUDY ON BRAND AWARENESS OF FAST MOVING CONSUMER GOODS  
(FMCG) WITH SPECIAL REFERENCE TO RURAL MARKETS IN INDIA

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**Abstract**

*In marketing, creating brand awareness is a very important object. It is the fact that the consumer is seen as a passive audience and not active, who has very limited or little time for deciding a product. Nevertheless the FMCG segments are also little different, even in this sphere consumers decisions are partly based on brand names, brand symbols and advertising as well. This study has identifies four factors that also influence the creation of brand awareness through successful customer relationships like pricing, packaging, brand image and brand loyalty.*

**Keyword:**Brand Awareness, passive audience,FMCG, Brand Image

**Introduction**

Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class, with spending anticipated to more than double by 2025.

India stood first among all nations in the global consumer confidence index with a score of 133 points for the quarter ending September 2016. Further, in the discretionary spending category, 68 per cent respondents from India indicated the next 12 months as being good to buy, thus ensuring once again that India leads the global top 10 countries for this parameter during the quarter.

## Meaning of Brand Awareness

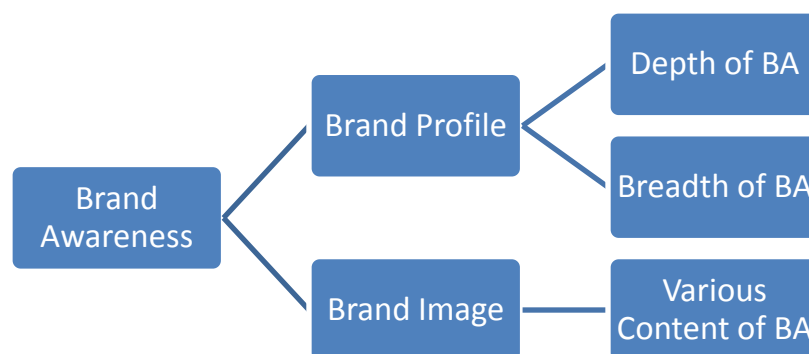
Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Source:-Wikipedia

Brand Awareness-BA essentially is the recall of brand categories which means that customers know about the brand. They are having awareness of the brand name through various acts as an anchor to which everything else about the brand is linked with that particular product of the brand. On the other side building awareness involves making the brand more visible to the specific or particular target audience by the way of various promotional tools like to do more publicity, sponsorships, organize various events, attractive advertising, word of-mouth etc.

Brand awareness can be a means through which the consumers become more aware and familiar with a particular brand and also remember and recognize that brand. Brand awareness includes both brand recognition and brand recall.

### FLOW OF BRAND AWARENESS



Brand awareness which includes brand profile and brand image plays a very important role and to build this various areas it require various uses of channels of promotion and attractive digital promotion like advertising, sponsorships, word of mouth publicity, launching events, social media like blogs, etc. It is very important to create dependable brand image, slogans and taglines to create brand awareness. The flow of brand message to be communicated flawlessly and should also be consistent in nature. In addition to this strong brand awareness which leads to high sales and high market share.

## **Review of literature**

**B.N. Garudachar**, Age wise analysis explains the pattern of purchasing in the rural markets where in the age group between 21-50 years is dominating, with majority of males persons. Advertisements through electronic media are preferred over other method of communication whereas marketers can benefit most if they can make the rural people feel that they value them as their customers. It is also highlighted that regional languages are playing vital rule in the rural marketing and rural customers are increasingly becoming brand conscious as well as price and discounts. The decision making in the rural market are taken by self-followed by spouse and finally the rural consumers usually do not experiment with a new product unless something triggers them very hard.

A research paper titled “A Study of Brand Loyalty for Cosmetic Products among Youth” authored by **Sushilkumar M. Parmar** published by International Journal for Research in Management and Pharmacy with ISSN: 2320-0901 is also reviewed.

The author mentioned in the abstract that apparently, Y-generation is style and fashion dominated and would like to be referred as style icon. In fact, their needs now no longer remain latent due to availability of various cosmetic products. The presence of cosmetic industry has completely redefined the fashion & revitalized the life of even growing age people with innovation of anti-aging cream & colorant solution. Building a strong brand loyalty is believed to be a challenging task for a marketer involved in flourishing cosmetic industry because of the presence of well-known and good domestic and international quality brands.

A literature titled A Pragmatic Proposal on Dynamics of Diverse Rural Marketing Strategies on Consumer Behavior authored by **Anshu Jain** published in International Journal of Computing and Corporate Research with ISSN 2249-054X is also reviewed. The literature clearly describes the Indian Rural Market by quoting specific factors. Accordingly author mentions that rural market in India is large, and scattered into a number of regions. There may be less number of shops available to market products. Rural Prosperity is tied with agriculture prosperity. In the event of a crop failure, the income of the rural masses is directly affected. Author further adds that the majority of the rural population lives below poverty line and has low literacy rate, low per capital income, societal backwardness, low savings, etc. Today the rural customer spends money to get value and is aware of the happening around him. Attributing rural market, author further adds that villages develop slowly and have a traditional outlook. Change is a continuous process but most rural people accept change

gradually. This is gradually changing due to literacy especially in the youth who have begun to change the outlook in the villages.

### **Research Methodology**

Research is a studious inquiry or examination; especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theory or laws in the light of new facts, or practical application of such new or revised theory or laws. The research methodology for current topic is mentioned by keeping the Objectives, Hypothesis and research gap for the current study in mind.

### **Objectives of Study**

- To study the attributes of brand preference
- To study the impact of media on brand awareness and preferences

### **Hypothesis**

**H<sub>0</sub>:** There is no significant difference in attitudes towards brands among male and female because of media

**H<sub>1</sub>:** There is significant difference in attitudes towards brands among male and female because of media

### **Sample Size**

Considering the universe of the study, purposive sampling method will be applied for data collection. A representative sample from the above category was inculcated in Sample for the current research. Confidence level of 95% and margin of error of 0.05 %, a sample size of 384 is considered adequate for data collection, so far as respondents in customer category are concerned.

### **Data analysis**

To test the hypothesis “There is insignificant difference in attitudes towards brands among male and female because of media” independent sample t-test is applied to study the mean difference between the attitude towards brands among male and female because of media, where gender of respondent is taken as grouping variable and Trying new FMCG brands

based on media and purchase decision of FMCG brands is impacted by strong media advertisement as testing variable, where following results were obtained:

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
You try new FMCG brands based on media impact.	Equal variances assumed	.366	.545	.202	285	.840	.02326	.11499	-.20308	.24960
	Equal variances not assumed			.200	253.227	.842	.02326	.11642	-.20601	.25253
Your purchase decision of particular FMCG brand is impacted by strong media advertisement.	Equal variances assumed	.512	.475	.812	285	.418	.09684	.11930	-.13798	.33166
	Equal variances not assumed			.807	261.054	.420	.09684	.11996	-.13936	.33304

### Interpretation

It was found from the above analysis that in case of both the variables the significance 2-tailed value obtained in 0.840 and 0.418 which is more than the alpha value of 0.05 which

states **that null hypothesis is accepted.** Thus, it is concluded that *there is insignificant difference in attitudes towards brands among male and female because of media.*

## **Findings**

1. It is reveal from the study that there is enough brand awareness among FMCG Consumers around 67% of the respondent belongs to this category. Its a good signal that consumer at least having knowledge about brands. Majority 49.48% of the respondents agree that FMCG brand preference is dependent on identity of that brand in market which is supported by 23.34% of the respondents who strongly agree to this.
2. Surprisingly it was found in the study that there are category of consumer who are ready to pay extra and majority 74% of the respondents agreeing that they are ready to pay extra for branded FMCG product promising higher health friendly qualities if they get best. Majority 81% of the respondents agreeing that while choosing FMCG brand they go with best in class and ready to pay extra for that also.
3. Researcher in his study found that consumer choose same FMCG brand for particular product every time they go for shopping as many things connected with them which is mentioned in above few points like offers, price, quality trust etc. Majority 73% of the respondents agree that they choose same FMCG brand for particular product every time they go for shopping.

## **Conclusion**

The findings exhibited that companies should provide values to the target consumers and enhance their brand quality/image awareness and perceptions. As retailing is split, direct reach by companies is not feasible, so through dealers and distributors take proper feedback and can regularly keep track of the market.

Study also reveals that the retailer and consumer perceptions matched with respect to preferences of schemes, branded and unbranded both which underlying motivations and on the other end this leads to role of mass media. This involve that the retailer would be a great source of information about the consumer and their likings, responses on this various schemes and activities. It is advisable to use relationship marketing in order to build trust amongst the consumers and companies should try to tab and understand the preferences, perceptions of retailers as well as consumers in the market.

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