

CHAPTER-IVRESULTS OF THE SAMPLE SURVEY

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#### 4.1 INTRODUCTION :

The present chapter describes the results of the sample survey conducted in respect of selected families from Sonyal village. From the '352' families, '88' families were selected as Sample families and from them one respondent was found to give the required information. Thus, 25% of the families were covered by the survey and the information thus sought is presented in the following paragraphs :

A structured questionnaire was designed to get the information.

#### 4.2 SIZE OF SAMPLE FAMILIES :

The size of a family is an important factor affecting the consumption pattern of the family. In the following table we present the size of sample families where frequency distribution is shown. The table given below indicates that of the 88 families covered under the survey; 13 were such as were having '6' members in the family. The smallest size of the family was the one having only one member and the largest number of family members was of '24'. The average size of the family in respect of the sample families comes to 6.7.

TABLE No.4.1Frequency Distribution of Sample families

<u>No.of family members</u>	<u>Frequency</u>
1	2
2	5
3	9
4	9
5	11
6	13
7	6
8	7
9	12
10	3
11	5
12	2
13	1
14	1
15	-
16	-
17	1
24	1
<b>TOTAL :</b>	<b>88</b>

The above table also shows that there are still a few big families which consist of more than '10' members and which are mostly the joint families. These joint families and their consumption pattern were particularly studied and it was found that the head of the family decides the consumption pattern as also the type of commodities to be consumed. The question of brand awareness and brand loyalty usually doesn't arise in such cases since, the families being relatively poor whatever commodities are available had to be purchased.

It may be a general presumption that smaller the size of the family greater is the awareness about the brands of commodities and the execution of their choice in respect of commodities. However, it was seen from the responses given by the respondents that such a correlation cannot be established.

#### 4.3 INCOMEWISE CLASSIFICATION OF SAMPLE FAMILIES :

The information regarding the incomes of the families was also collected with a view to study the impact of income on brand awareness, execution of brand choice and the brand loyalty. The relevant data are presented in the Table No.4.2.

TABLE NO. 4.2Incomewise classification of sample families

Income Group	No.of Respondent Families
a) 2,000 to 4,000	17
b) 4,000 to 10,000	54
c) 10,000 to 15,000	10
d) 15,000 to 20,000	4
e) 20,000 to 30,000	3
f) 30,000 and above	-
Total :	88

On the above table the annual income groups are shown in the first column while the number of families in the second column. It can be seen that of the 88 respondent families as many as 80% of the families were coming from the income group of less than Rs. 10,000 (Annual Income). It is also to be seen that only '3' of the '88' families had an annual income of over Rs.20,000/- but below Rs.30,000/-. It can thus be concluded that most of the families are poor families and as such they have a very little choice in respect of brands of various commodities. It is generally observed

that the families having higher income are in a position to exercise their brand choice and ultimately they have some kind of brand loyalty.

#### 4.4 OCCUPATIONAL DISTRIBUTION OF SAMPLE FAMILIES :

The survey of the families was also aimed at knowing the occupational pattern of sample families. The selected village being a relatively smaller village of the population below '3,000'. Agriculture is the main and perhaps the only occupation providing employment to the people in the village. The relevant data of the sample families are given in the following table.

TABLE NO. 4.3

Sector	No.of families
Agriculture	82
Industry	-
Trade & Service	6
<b>Total :</b>	<b>88</b>

It can be seen from the above table that the '88' families as many as 82 belonged to the agricultural sector while only '6' families were belonging to the trade and service sector.

It must be mentioned here that of the 82 families belonging to the agricultural sector only '29' families were such that they were not having any subsidiary occupation. All the rest of the families were having either business or service as their subsidiary occupation or they were working as agricultural labourers and as such were only marginal farmers.

#### 4.5 USE OF CONVENIENCE GOODS :

The brand loyalty and brand awareness of the customers in respect of the selected convenience goods were to be examined and as a first step towards it. The questionnaire aimed at collecting the information of the use of convenience goods by the selected customers. As we have already made clear '10' convenience goods were selected for the purpose of the study. The following table gives the information regarding the use of convenience goods by respondent families.

TABLE NO. 4.4

Goods	No. of Respon- dent families	Percentage to total
1) Washing soap	76	86%
2) Toilet soap	7	8%
3) Tea	88	100%
4) Tobacco	68	77%
5) Beedi	57	65%
6) Cigarette	17	19%
7) Match Box	88	100%
8) Talcum Powder	6	7%
9) Hair Oil	88	100%
10) Snow	0	-

The above table shows that of the '88' sample families interviewed, 86% families used washing soap. By and large the commodities, like tea, match-boxes and hair oil were used by all the customers while the toilet soap and talcum powder were used by a very few families. Thus, the convenience goods selected were mostly used by all the customers. The commodity 'snow' was however, found not being used by any of the customers. This information helped in asking the subsequent questions relating to the choice of brand and brand loyalty.



4.6 QUANTUM OF PURCHASES :

The quantum of purchases by the respondent families was taken into account with a view to understanding their requirements of those commodities. It was generally observed that the quantity differed with the economic conditions of the families. In the following table the data relating to the quantity of the convenience goods purchased by the respondent families are given :

TABLE NO. 4.5

Goods	One Unit stand for ....	No. of families purcha- sing		
		One Unit	Two Units	Total
1. Washing Soap	One standard size cake	56	20	76
2. Toilet Soap	-do-	7	-	7
3. Tea	Packet or loose of 50 grams.	75	13	88
4. Tobacco	Packet sold at 0.25 Re.	42	26	68
5. Beedi	Packet contain- ing 20 beedies	45	12	57
6. Cigarette	Pack containing 10 cigarettes.	14	3	17
7. Match box	Box containing 50 matches	56	32	88
8. Talcum Powder	'Tin' containing 150 gms. powder	6	-	6
9. Hair Oil	Loose oil weigh- ing 50 grms.	66	22	88
10. Snow	-	-	-	-

It can be seen from the above table that most of the customers purchasing the convenience goods purchase the commodities. In smaller commodities which certainly shows the poor economic condition of these customers. The quantities mentioned in the above table of those various commodities are the quantities purchased for a period of one week. However, the periodicity of the purchases by the customers differs to a great extent.

#### 4.7 PERIODICITY OF PURCHASES :

The periodicity of the purchases made by the customers is influenced by the factors namely, the periodicity of their income, distance of their actual residences from the shops, the requirement of a particular commodity of a particular point of time etc.

The periodicity of the purchases of the sample families, in respect of the selected convenience goods is given in the Table No. 4.6.

TABLE NO. 4.6

Periodicity of Purchases

Goods	No. of families purchasing					
	:Daily:	Weekly:	Fort- :nightly:	:Monthly:	Occasi- :onally :	:Total
1. Washing Soap	7	59	10	-	-	76
2. Toilet Soap	-	2	4	-	1	7
3. Tea	14	62	12	-	-	88
4. Tobacco	29	30	9	-	-	68
5. Beedi	7	48	8	-	-	57
6. Cigarette	2	14	1	-	-	17
7. Match box	-	83	5	-	-	88
8. Talcum Powder	-	-	-	4	2	6
9. Hair Oil	10	65	8	5	-	88
10. Snow	-	-	-	-	-	-

The main observation on the above table is that most of the customers make weekly purchases of most of the commodities under consideration. It is obviously because, in the villages the weekly bazaar system is still in operation and the people in the rural areas receive mostly weekly incomes which makes them convenient to make the purchases.

#### 4.8 BRAND AWARENESS :

One of the main objectives of this study was to identify the brand awareness and its degree among various customers. The results of our survey revealed that the rural customers in Sonyal village were aware of specific brands in respect of certain commodities although they did not know the brand names proper and they did not ask for the commodities by their names. Most of the customers being illiterate they had their own ideas and concepts regarding recognising the brands. It was found that almost all of them recognised the specific brands of the commodities on the basis of either colour or size of the commodities. The degree of awareness which may be defined as the number of brands of a commodity known to a consumer was found to be rather low. But it does not mean that they were absolutely unaware of the various brands of the convenience goods.

A question was set in the questionnaire that, "Do you know the various brands of the following commodities?" In order to ascertain the degree of brand awareness and it was found that 79 of the 88 customers interviewed did not know about the variety of brands available in respect of the convenience goods selected in the sample. In case of certain customers, it was found that they had heard about

various brand names of the commodities but they were not in a position to identify the brand of a commodity on its name.

Thus, in respect of brand awareness the following brands of the convenience goods were either heard or known and some of them actually used by the customers.

TABLE NO. 4.7

BRAND AWARENESS

Goods	Brands
1) Washing Soap	501, Det, Wheel.
2) Toilet Soap	Lux, Lifebuoy, Hamam.
3) Tea	Ruby dust, Sarswati.
4) Tobacco	Kisan, Rajesh, Dilip.
5) Beedi	Musa.
6) Cigarette	Charminar, Honeydew, Bristol.
7) Match box	Koyal, Khar.
8) Talcum Powder	Ponds, Scentil.
9) Hair Oil	Coconut, Double cow.
10) Snow	-

It can be seen from the above table that the respondents were aware of the brands of the commodities as are shown. However, they were not in a position to identify the brands according to their names.

4.9 PURCHASE ACTIVITIES :

The sample survey revealed that the actual purchase activities were performed by either the respondent himself or by the other persons connected to the respondent. The following table presents the relevant data.

TABLE NO. 4.8  
PURCHASE ACTIVITIES

Who purchases	No. of respondents
1) Wife	46
2) Wife and self	21
3) Parents	5
4) Wife and Children	10
5) Others (Neighbour, friend relative).	6
<b>Total :</b>	<b>88</b>

The above table shows that of the '88' families, '46' family purchases were made by the 'wife' from the family. In case of '21' families the activities were performed by 'wife and the respondents'. In case of other families the commodities were purchased by either parents of the 'respondents' or 'children or others'. Thus, in most of the families the respondent's wife made the purchases.

The places of purchases were also different in case of various respondents. The information regarding the number of respondents performing their purchasing activities at different places is presented in the following table.

TABLE NO. 4.9

PLACES OF PURCHASES

Place	No. of respondents
1) Village	82
2) Near village	5
3) City	1
----- Total :	----- 88

The above table shows that as many as '82' respondents made their purchases usually in the Sonyal village

itself. While '5' respondents made the purchases in the near by villages only one respondent reported the purchases being made in the city.

#### 4.10 CHOICE OF SHOP AND SHOP LOYALTY :

The respondents were also asked about their choice of different shops and their insistence on a particular shop. It was found that the people have chosen the shops mainly on the grounds of availability of the commodities, the credit facilities given by the shop keepers and their nearness to the shops. The distribution of respondent families according to the shops of their choice is given in the following table :

TABLE NO. 4.10

IN WHOSE SHOP RESPONDENTS ARE PURCHASING

Shop No.	No. of Respondents
1) Shop No. 1	26
2) Shop No. 2	17
3) Shop No. 3	19
4) Shop No. 4	8
5) Shop No. 5	7
6) Shop No. 6	11
<u>TOTAL :</u>	<u>88</u>



As can be seen from the above table as many as '26' respondents gave their clear cut choice in favour of Shop No.1, which infact is relatively a bigger shop in the village and which normally keeps all the commodities in sufficient quantities as per the requirements of customers.

It was also found that most of the customers in the sample have shown a clear loyalty to the shop of their choice. From the '88' respondents, '79' respondents reported to be loyal to the specific shops. An attempt was also made to identify the reasons of their choosing particular shops. The various reasons and the number of their shop loyalty are given in the following table.

TABLE NO. 4.11

CHOICE SPECIFICATION REASONS

Reasons	No. of Respondents
1) Credit facility	49
2) Availability	25
3) Price	9
4) Quantity and quality	5
<u>TOTAL :</u>	<u>88</u>

The above table indicates that the credit facility given by the shop keeper was the most important factor in

attracting the customers to specific shops while '49' of the '88' respondents reported credit facility to be the most important reason for choosing that particular shop. '25' respondents gave importance to 'availability of the commodities. The information was also obtained in respect of the considerations on the part of the respondents before making purchases from particular shops and the information shows that most of the respondents considered extension of credit facility to be the important factor in making them to purchases various goods rather than the considerations of price, quality etc.

#### 4.11 FACTORS AFFECTING CHOICE OF BRAND :

The study of the customers revealed that the decision to choose a particular brand by the customer is usually affected by the factors such as availability of credit facility but more importantly the decision is affected by the advise given to the customer by the retailers and the shop keepers. Of the '88' respondents, '69' respondents positively stated that the decision of selecting the particular brand was the entirely on the basis of the advise given by the retailer himself. The table No. 4.12 shows the relevant data :

TABLE NO. 4.12

BRAND ADVISE

Brand choice on the advise of	No. of Respondent	Percentage to total
1. Retailer	69	78.42%
2. Neighbour	5	5.68%
3. Parents	5	5.68%
4. Friends	4	4.54%
5. No advise	5	5.68%
----- TOTAL	----- 88	----- 100.00%

It can be seen from the above table that of the '88' respondents 78.4% made their choice of a particular brand at the direction of the 'retailer' himself. Some of them indicated that the 'neighbourers', 'parents' and 'friends' also advised them in selection of a particular brand. There were only '5' respondents who stated that they did not receive any advise and that their advise was entirely on the basis of their own independent decision.

4.12 BRAND LOYALTY :

The information relating to brand loyalty was also sought with the help of the questionnaire. The respondents

were asked about their continuous insistence on a particular brand of the commodity, it was found that the respondents did not know the brand names proper as we have already shown in the earlier paragraphs, but they were in a position to identify the brands either by colour or size of the brands. On the basis of the same the question was asked to the respondents whether they insisted on that particular brand continuously in several purchases. It was found that only '11' out of '88' respondents indicated their brand loyalty by making continuous purchases of the same brand.

#### 4.13 CONCLUSION :

It can be concluded that -

- a) The size of the family is not an important factor affecting the consumption pattern atleast in respect of convenience goods.
- b) The income of a consumer certainly affects his choice of a brand.
- c) Most of the consumers make their purchases in smaller quantities severally.
- d) Most of the consumers make weekly purchases rather than making monthly or annually.

- e) The brand awareness among the customers did exist although most of them did not know the brand names correctly.
- f) The decisions of choosing particular brands were affected by the economic conditions as well as the price of the commodities.
- g) Shop loyalty was found to be of a very high order and which was mainly affected by the credit facilities being made available by the shop keepers.
- h) Most of the consumers made their purchases on the basis of the advise given by the shop keeper himself.
- i) The degree of 'Brand Loyalty' is of a very lower tune among the rural customers.