

CHAPTER-V

SUMMARY, CONCLUSIONS AND SUGGESTIONS

- 5.1 Introduction
- 5.2 Main Findings
- 5.3 Suggestions



5.1 INTRODUCTION :

In this Chapter, we present the summary of main findings of the study and the suggestions which may prove to be useful for establishment of relations with the rural markets for the producers and also to those researchers who take up the study relating to this problem.

5.2 MAIN FINDINGS :

In the preceding Chapters we have presented the discussion of the certain basic concepts like 'brand awareness', 'brand insistence', 'brand loyalty', 'Rural marketing' and 'Rural marketing in India'. The first chapter thus provided a theoretical back ground of the study.

In the second chapter the objectives, scope and methodology of the study have been described.

The third chapter brought out the socio-economic profile of the selected village i.e. Sonyal village.

The Fourth Chapter was devoted to the discussion of the results of the sample survey. The main findings of the study can be summarised in the following manner :

The study of the '88' families selected for the Sample survey revealed that the convenience goods were used by most of the customers. It was also found that the purchases of those convenience goods were made mostly by the wives of the customers. The economic conditions, and the occupation of the customers had an important bearing on the consumption pattern of the customers. The brand awareness was found to be of a fairly high order but the customers were not in a position to identify the brands by their names. They could identify the commodities on the basis of the colour and the size to size of the commodities as most of them were quite familiar with it. It was also found that of the '10' convenience goods selected the commodity 'snow' was not at all being used by the customers.

In respect of 'Brand Loyalty' it can be stated that only '11' of the '88' respondents were loyal to the 'brands' once selected. However, it must be recorded here that the commodities such as 'tobacco', 'beedi' and 'cigarette' which are infact the addictions of the people were found to be commonly used and in case of these commodities the consumers were quite loyal to their brands.

The important finding of this study is that the rural customers make their purchases at the advise of

of the trader himself. Most of the customers reported that their choice of brand was entirely directed by the retailers.

5.3 REASONS FOR LOW DEGREE OF BRAND LOYALTY
AND BRAND AWARENESS :

- (1) Rural marketing in India as is found is still substantially under-developed.
- (2) The customer retailer relations in the rural markets are quite intimate.
- (3) Advertising and other sales promotion campaigns have not so far reached the rural markets.
- (4) Most of the rural customers are illiterate and hence, they are not in a position to read the brand names nor even to identify the commodities by the brand names.
- (5) The economic condition of the rural customer is very poor. Most of them are the marginal farmers who have to work as agricultural labourers on the farms of the other people.
- (6) The communication media such as news-papers, radios, and T.V. have not reached to the rural areas.

- (7) The people receives weekly income and most of them make weekly purchases at the time of the weekly bazaar.
- (8) It is a general observation that the consumption pattern of the rural people mainly includes the essential commodities only.
- (9) The producers of such commodities like tea, coffee, washing soaps, etc. are not require to make any specific efforts to create the brand loyalty. What all the producers must do is just to have a firm grip over the retail traders in the rural markets.

5.4 SUGGESTIONS :

As we have already mentioned most of the customers in the rural market decide their choice of the brand at the advise of the retailer. It is, therefore, suggested that the following steps be taken by the concerned to create brand awareness and brand loyalty among the rural customers.

- (1) The producers of various commodities should establish proper relations and rapport with the retail traders in the rural markets.
- (2) To create the brand awareness the retailers themselves must be induced to make a proper propaganda of various brands.

- (3) For motivating the retailers to do so cash incentives in the form of hand some commissions must be given to the retail traders.
- (4) Steps must be taken to reach through agents or sales representatives to the rural customers in the Interior parts of the country where there is substantial potential of marketing activities.
- (5) Schemes of giving free gifts with the various brands of the commodities should be introduced by the produces of these brands.
- (6) The economic conditions of the rural people being poor, prices of the commodities should be minimum and steps should be taken to see it that the retailers do not charge more than the normal price.
- (7) The retail traders should be motivated to make proper display of the commodities in their shops.
- (8) The producers should make such arrangements as would allow the retail traders to sale their commodities on credit to the customers.
- (9) Proper studies must be conducted by the producers to access the market potential in the rural parts particularly in respect of the convenience goods.

- (10) Finally, since most of the customers in the rural areas are illiterate. The producers of various commodities should establish the identity of their commodities and their brands with the help of coloured differentiation and the size differentiation.

Thus, the present study indicated a wide scope for marketing of convenience goods in the rural areas which may create brand awareness and brand loyalty in the subsequent years.

It may be pointed out here that more studies of this nature should be conducted in the rural markets having different economic conditions and the results of such studies would throw some more light on the problem under study.

QUESTIONNAIRE

A) Information about the Respondent :

- 1) Name of the Respondent :
- 2) Address :
- 3) Family size : a) Male _____ Female _____
b) Children _____ Adults _____
- 4) Source of Income :
- 5) Annual Income :
- 6) Education : Male _____
Female _____
- 7) Mother tongue :
- 8) Occupation :

B) Purchases of convenience goods :

1) Do you use the following commodities ?

| Commodity | () Tick if you use it. |
|-----------------|-------------------------|
| i) Washing Soap | : () |
| ii) Toilet Soap | : () |
| iii) Tea | : () |
| iv) Tobacco | : () |
| v) Beedi | : () |
| vi) Cigarette | : () |
| vii) Match-box | : () |

- viii) Face-powder : ()
 ix) Hair-Oil : ()
 x) Snow : ()

2) Who makes purchases of these commodities ?

Self/Wife

3) Where do you purchase these commodities ?:

- a) In village :
 b) Nearby town :
 c) In city :

4) If, in your village, from which shop ?

5) Do you make purchases in the same shop ?

Yes/No

6) If yes/no, state the reasons :

- | Yes | No |
|-----|----|
| 1) | 1) |
| 2) | 2) |
| 3) | 3) |

7) When do you make purchases ?

- a) Daily :
 b) Weekly :
 c) Fortnightly :
 d) Monthly :
 e) Other :

8) State the quantity purchased each time :

| <u>Commodity</u> | <u>Quantity</u> |
|------------------|-----------------|
| 1) Washing Soap | () |
| 2) Toilet Soap | () |
| 3) Tea | () |
| 4) Tobacco | () |
| 5) Beedi | () |
| 6) Cigarette | () |
| 7) Match-box | () |
| 8) Face-powder | () |
| 9) Hair-oil | () |
| 10) Snow | () |

C) Do you know that various brands of the above mentioned convenience goods are available :

(Yes) (No)

State the brands you remember -

| a) <u>Commodity</u> | : | <u>Brand</u> | | | |
|---------------------|---|--------------|-----------|-----------|-----------|
| 1) Washing Soap | : | 1) () | 2) () | 3) () | 4) () |
| 2) Toilet Soap | : | 1) () | 2) () | 3) () | 4) () |
| 3) Tea | : | 1) () | 2) () | 3) () | 4) () |

| a) <u>Commodity</u> | | <u>Brand</u> | | | |
|---------------------|---|--------------|--------|--|--|
| 4) Tobacco | : | 1) () | 2) () | | |
| | | 2) () | 4) () | | |
| 5) Beedi | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |
| 6) Cigarette | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |
| 7) Match-box | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |
| 8) Face powder | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |
| 9) Hair-oil | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |
| 10) Snow | : | 1) () | 2) () | | |
| | | 3) () | 4) () | | |

b) Where from do you get the information about these brands ?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

c) Which brand of the following commodities do you use ?

| <u>Commodity</u> | <u>Using Brands</u> |
|------------------|---------------------|
| 1) Washing Soap | : |
| 2) Toilet Soap | : |
| 3) Tea | : |
| 4) Tobacco | : |
| 5) Beedi | : |
| 6) Cigarette | : |
| 7) Match-box | : |
| 8) Face-powder | : |
| 9) Hair-oil | : |
| 10) Snow | : |

d) Do you use the same brand : (Yes) (No)
Why ?

e) Where from do you get the information about the brand you use ?

f) While purchasing a commodity of a particular brand do you consider the following :

- 1) Price
- 2) Availability
- 3) Quality
- 4) S ize
- 5) Credit Facility

g) Do you take advise while selecting a brand ?

(Yes) (No)

If yes, whose advise do you take -

- 1) Parents () ()
- 2) Friends () ()
- 3) Relatives () ()
- 4) Shop-keeper () ()
- 5) Others () ()

h) Role of the shop-keeper

i) Do you get guidance of the shop-keeper in selecting a particular brand

(Yes) (No)

ii) Do you use the brand as recommended by the shop-keeper what you do ?

i) When a particular brand is not available what -

- 1) use of substitutes.
- 2) purchases from other shops.
- 3) bulk purchases.
- 4) purchases from other village.
- 5) waiting instead of buying substitute.