

CHAPTER-II

OBJECTIVES AND METHODOLOGY

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2.1 INTRODUCTION :

In the earlier Chapter seen that marketing implies the satisfaction and creation of demand from the people. Rural marketing in India certainly poses some challenges to the sellers and producers mainly because the rural markets have not so far been tapped by them. The brand awareness among the rural consumers has not yet been examined and it is quite possible that even in the rural areas the brand awareness must have come up to a substantial level. The awareness of brand however, stands no guarantee for emergence of brand loyalty among the customers. It has also been made clear in the earlier chapter that brand loyalty basically means brand insistance. The urban customers even in countries like India appear to have acquired the qualities of being loyal to certain brands while the rural customers, as is generally presumed, have certain such qualities that there is no possibility of they being fully conversent with the deliberate choice of brand.

In this Chapter, presenting the objectives and methodology of the present study and it will be followed by some discussion of the concepts of convenience goods and their features.

2.2 OBJECTIVES OF THE STUDY :

The study was undertaken mainly with a view to identify the brand awareness and assessing the brand loyalty among customers in the rural market in respect of convenience goods. As such the objectives of the study were as follows :

1. To identify the brand awareness of the rural customers in respect of certain convenience goods.
2. To identify and understand the brand loyalty among the rural customers in respect of those goods.
3. To assess the degree of brand loyalty among the customers.
4. To understand the reasons for the presence/absence of brand awareness and brand loyalty of the rural customers in respect of certain convenience goods.
5. To study the consumption pattern of the rural customers with a view to understanding the relationship between availability of credit facilities, the availability, quality and quantity of goods and the price of goods with brand loyalty.

6. To identify the relationship between the level of literacy of the customers under brand loyalty.

The present study was thus carried on mainly with a view to understand the brand loyalty of the rural customers.

2.3 SCOPE OF THE STUDY :

As is mentioned in the above paragraphs the study was undertaken to identify the brand loyalty in respect of certain convenience goods. The convenience goods selected for this purpose included such goods as are commonly used by the rural customers. These goods included the following commodities.

1. Washing Soap,
2. Toilet Soap,
3. Tea,
4. Tobacco,
5. Beedi,
6. Cigarette,
7. Match box,
8. Talcum powder,
9. Hair Oil,
10. Snow.

The above commodities were chosen because in the rural areas the commodities having specific brand names mainly comprise of such commodities. Moreover, the study is limited to the rural market of a village selected for the purpose and as such the conclusions drawn may indicate the degree of brand loyalty among the rural customers of the similar rural markets in the country. However, it has to be borne in mind that the conclusions would be applicable only to such rural markets which have common characteristics with the one that is selected for the purpose of the study.

2.4 METHODOLOGY OF THE STUDY :

The present study is based on the facts and figures collected by conducting a sample survey of a rural market.

The methodology of the study is presented in the following steps -

- a) Selection of the village,
- b) Selection of the sample,
- c) Sample Design,
- d) General Methodology.

2.4.1 Selection of the village :

In the course of the research the first decision that was to be taken was in respect of selection of the village. It was felt that the village to be selected should be fulfilling the following conditions :

- 1) The village must have more than one retail shop.
- 2) The shops must be those dealing with the already mentioned convenience goods.
- 3) Some developmental activities must have taken place in and around the village.

On the basis of these conditions the Sonyal village from Jath Taluka of Sangli District was selected. The secondary consideration while selecting the village was the easy accessibility to the customers and the shops. The Sonyal village fulfills the above conditions and hence the same was selected.

In the Sonyal village there are six retail organisations operating at present. Three of them are working for more than 15 years. The village is not in the interior part of the district. It is at the corner of the district which is situated on Karnataka boundary. This village is situated in the east part of the Sangli district which is a drought prone area.

Some activities like labour co-operative society, dairy co-operative have developed in the village. The village thus provides an opportunity to measure the impact of economic development on marketing activities.

2.4.2 Selection of the sample :

The selection of sample customers was done on the basis of total population of the village and the number of the families. The total population of the village is 2836 consisting of 352 families. This population is spread over '4' wards in the village and although there are '6' retail shops the families selected as sample families were taken as on the basis of wards rather than shops. 25% of the total families making a total of '88' were selected for conducting the survey. It was observed that the actual purchase of the commodities was done by any member of the family for the entire family. Hence, one family unit was treated as one single consumer and the questionnaire was administered, as far as possible to the head of a family unit.

2.4.3 Sample Design :

As it mentioned above of the 352 families 25% families were selected and the distribution of these

families according to the wards to which they belong, is shown in the following Table.

TABLE 2.1

Wardwise Distribution of Sample Families

Ward No.	No. of families
Ward No.1	22
Ward No.2	24
Ward No.3	23
Ward No.4	19
Total :	88

It can be seen from the above table that out of the '88' families selected as sample families, '24' families belonged to Ward No.2, this being the highest no. of families taken from Ward, while '19' families - the lowest no. from a ward belong to Ward No. 4. The selection of families was made on random basis and no specific method was applied for random sampling.

2.4.4 General Methodology :

The questionnaire was prepared and was administered personally to the selected families either in the shop or

in the houses where the consumers actually lived. Since, most of the consumers were illiterate the questionnaire-cum-schedule had to be personally administered. The questions listed in the questionnaire were actually asked to the consumers and the answers were recorded in the Schedule. Systematic tabulation of the information thus collected was made and on the basis of it, the results have been presented in the subsequent chapter.

2.5 CONCEPT OF CONVENIENCE GOODS :

Convenience goods are generally articles of small value used frequently by those who purchase them. Groceries, drugs, soaps, razor blades, meats, icecream, tobacco, beedi, magazines, tooth paste, light bulbs, nails and cigarettes are some of such goods.

Characteristics of convenience goods :

- i) Consumer has complete knowledge of the particular product or its substitutes wanted by him before he goes out to buy it.
- ii) Consumer wants to purchase them on short notice, with a minimum of effort and at a convenient location.

- iii) They are purchased frequently and in small quantities.
- iv) They have low price per unit of product, are not bulky and are not affected by fad and fashion.
- v) They are standardised in regard to quality and price.
- vi) From the point of view of retailer, convenience goods are those for which demand is regular and continuous.
- vii) From manufacturer's point of view, convenience goods usually meet with intense competition for sales.
- viii) Most of the convenience goods are perishable.
- ix) Location of stores at convenient points, easily accessible to consumers is of primary importance in selling convenience goods.

2.6 CHAPTER SCHEME :

In the conclusion of this Chapter a word about the Chapter Scheme would not be out of place.

In the first chapter the introductory discussion of various concepts significant to this study has been presented.

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

The third chapter elaborates the profile of the study area i.e. the Sonyal village.

The fourth chapter brings out the results of Sample survey and also indicates the conclusions of the sample survey.

The last Chapter presents a summary of the main findings and the suggestions for the further study.