

Purchase of FMCG By Rural Consumers With Reference to Thanjavur District

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ABSTRACT - The study is focused on purchase of FMCG by rural consumers where n number of brands are available for consumption. The study was to identify the promotional activity and trust between rural consumers. The movement of FMCG in rural areas are slow. The sampling was done in the Thanjavur District. The sample technique used was simple random sampling and sample size was 264. The tools used are K – Mean Cluster and Correlation.

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Keyword: Promotional Activity, Trust, FMCG, Rural Marketing, Thanjavur District.

I. INTRODUCTION

FMCGs are the fast moving consumer goods. These goods have been doing well with the city people. Now a day people all over India are much fond of FMCG. While it comes to rural consumer they gradually started accepting the FMCGs. The advertisements by FMCGs has been viral in daily basis.

II. REVIEW OF LITERATURE

Malick. T. V, (2014), opined that rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes. Such incomes will increase faster because of better production and higher prices for agricultural commodities. Rural marketing is a developing concept, and the marketers have realized the opportunity of growth in the market recently.

Anil Kalotra, (2013), stated that there is a cultural diversities and economic disparities. Increase in purchasing power fuelled lot of interest, several companies are exploring cost effective channels.

III. METHODOLOGY

The main objective is to identify:

- To identify the factors related to promotional activity to purchase FMCG in rural consumers.
- To analyse the trust among the rural consumers in purchase of FMCG.

264 respondents from people of rural area from Thanjavur district were chosen using Simple Random Sampling. A structured questionnaire was administered to collect primary data and journals, funding agency websites were used for collecting secondary data. K – Mean Cluster Correlation were used to analyse the primary data.

IV. DATA ANALYSIS

4.1 To identify the relationship of promotional activity to purchase FMCG in Rural Consumer

Correlations							
		Rural	Promotions	Product	Free/ Offers	Shelf	Advertisements
		Consumer		Known		Display	
Rural Consumer	Pearson Correlation	1	.241**	.279**	.192**	.116	.222**
	Sig. (2-tailed)		.000	.000	.002	.059	.000
	N	264	264	264	264	264	264
Promotions	Pearson Correlation	.241**	1	.416**	.355**	.465**	.231**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	264	264	264	264	264	264
Product Known	Pearson Correlation	.279**	.416**	1	.392**	.071	.185**
	Sig. (2-tailed)	.000	.000		.000	.250	.003
	N	264	264	264	264	264	264
Free/Offers	Pearson Correlation	.192**	.355**	.392**	1	$.208^{**}$.129*
	Sig. (2-tailed)	.002	.000	.000		.001	.036
	N	264	264	264	264	264	264
Shelf Display	Pearson Correlation	.116	.465**	.071	.208**	1	.296**
	Sig. (2-tailed)	.059	.000	.250	.001		.000



	Ν	264	264	264	264	264	264
Advertisements	Pearson Correlation	.222**	.231**	.185**	.129*	.296**	1
	Sig. (2-tailed)	.000	.000	.003	.036	.000	
	Ν	264	264	264	264	264	264
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

The table 4.2 shows that the coefficient of correlation between the promotion and rural consumer is identified to be at +0.241**, this shows that there is a positive correlation among the variables, therefore it can be stated that there is a significant influence of promotion in influencing the rural consumer.

Similarly, the coefficient of correlation between the product known and rural consumer is identified to be at $+0.279^{**}$, this shows that there is a positive correlation among the variables, therefore it can be stated that there is a significant influence of product known in influencing the rural consumer.

Similarly, the coefficient of correlation between the free/offers and rural consumer is identified to be at $+0.192^{**}$, this shows that there is a positive correlation among the variables, therefore it can be stated that there is a significant influence of free/offers in influencing the rural consumer.

Finally, the coefficient of correlation between the shelf display and rural consumer is identified to be at $+0.222^{**}$, this shows that there is a positive correlation among the variables, therefore it can be stated that there is a significant influence of shelf display in influencing the rural consumer.

Therefore, H_0 is rejected, there is relationship between FMCG in influencing the rural consumer by promotions, product known, free/offers and shelf display.

4.2 To analyse the trust among the rural consumers in purchase of FMCG

Number of Cases in each Cluster					
Churchar	194	60.23			
Cluster	2 3/ 6	39.77			
Va	Res264.000				
Mis	.000				



The K – Mean Cluster table described that Cluster 1 had been recorded as respondents which fall under "strongly agree and agree" category. The Cluster 2 had been recorded as respondents which fall under "disagree and strongly disagree". Among 101 respondents it mentioned that Cluster 1 had 60.23% cases and Cluster 2 had 39.77% cases. The result revelled that the majority of rural consumer responded as "strongly agree and agree" which implies that there was trust among the rural consumers in purchasing of FMCG.

V. CONCLUSION

Thus the researcher states that FMCG in influencing the rural consumer by promotions, product known, free/offers and shelf display. There was trust among the rural consumers in purchasing of FMCG.

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