

BRAND AWARENESS AND PREFERENCES OF CONSUMER'S TOWARDS FAST MOVING CONSUMER GOODS IN PARAMATHI VELUR TOWN

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ABSTRACT

Nowadays consumers are getting more knowledge of new cultures, lifestyle and brands. They are being aware of this thing by different advertisement media like television and different social networks. They are an individual who essentially have their own wants, taste, lifestyle and perception so they buy different products and services according to their personal uses. One of the most important things which are observed is that these days' consumers are purchasing more imported brand as compare to local brands. The brand awareness is related to the strength of the brand lump or trace in memory, which can be measure as the consumer's ability to identify the brand under different conditions. Brand awareness is the degree of familiarity among consumers about the life and availability of the product brand awareness is the extent to which the consumer associates the brand with the product they desires to purchase. The term FMCG's refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within a year. Therefore the rural market offers a big attraction to marketers, it would be rare to think that any company can enter the market without facing any problems and walk away with a sizable share.

Key Words: Consumer's, Lifestyle, Brand, FMCG's, Awareness, Problems, Measure, Conditions

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INTRODUCTION

As the world is varying things are varying too with it and the lifestyles of people are getting variation and with that their wants are altered. Such changes are actually shaping up the life in different ways. So in this way new products are finding their way to enter and target more people easily by offering them great things so that their life can be more comfortable. Even the trends of consumption are changing by resident people slowly. The meaning of globalization has influenced a lot of firms to operate on that global level and due to this all the change is coming in different people's buying knowledge. Nowadays consumers are getting vast knowledge about new cultures, lifestyle and brands. They are being aware of this thing by different advertisement media like different social networks and television. They are an individual who actually have their own wants, taste, lifestyle and perception so they buy different products and services according to their personal uses. The actual meaning of the word consumer is to consume and according to the real meaning it is an individual who buy things, uses them and in the end there is no use of that the products and services. Presenting the most important things which are observed that the consumers have purchasing more imported brand as compare to local. The consumer's knowledge is increasing day by day and they are being changed, so they are naturally switching themselves in purchasing imported brand.¹

Brand awareness is related to the strength of the brand lump or drop in memory, which can be measure as the consumer's ability to identify the brand under different situations. Brand awareness is the degree of familiarity among consumers about the life and availability of the product brand awareness is the extent to which the consumer associates the brand with the product they desires to buy. The term FMCG's refers to those retail goods that are generally replaced over a short period of days, weeks, or months, and within one year. Such contrasts with durable goods or major usages like kitchen usages, which are generally replaced over a period of several years. The rural market offers a big attraction to marketers, it would be raw to think that the any company can enter the market without facing any problems and walk away with a sizable share. The Indian rural market is the growth engine of Indian Economy – According to the many market research agencies. Indian rural market is witnessing fast change in its consumption pattern, due to different factors. The consumption pattern of rural India is changing- one third of rural Indians consume biscuits for breakfast and one in six elects for hair colors, says market research agency A. C. Nielsen. The Indian FMCG's sector is the fourth largest sector in the

economy with an estimated size of Rs.1, 300 billion. The sector has shown an average annual growth of about 11 per cent per annum over the last decade.²

REVIEW OF LITERATURE

Mohammad Ali Daud (2013)³ has examined awareness of brand and increasing customer's demand for FMCG's products in the rural market of Uttar Pradesh. His finding shows that people are not much worried about the price of the product and they are showing willingness to use of branded product, it also evaluates their status as well as in their village.

Mridanish Jha (2013)⁴ has studied the brand awareness and consumer preference in rural areas of Bihar and to study the consumer preference in fast moving consumer goods category. The results show that the rural market has been growing steadily over the years and is now bigger than the urban market for FMCG's

Vernekar (2011)⁵ reported the consumer perceptions and consumer attitudes towards eco-friendly products in FMCG's sector and their willingness to pay on green products. The studies revealed that the majority of customers considered package is most important element of green products and have substantial awareness of green products among urban Indian customers and they are willing to pay something more on green products.

IMPORTANCE OF THE STUDY

Presenting India has two types of markets urban and rural. The brand awareness, preferences of consumer's in these two markets are observed as different with regard to many product categories. In this background, the present study is undertaken to analyze the awareness and preferences of both rural and urban consumer's towards Fast Moving Consumer Goods.

STATEMENT OF THE PROBLEM

FMCG's are products that are sold fast at comparatively low price. At present the consumers are more dynamic, their taste, preferences are also changing frequently. The consumers are also looking product differentiation and the convenience offered. The consumer has certain expectations from branded items in terms of its superiority, price and packaging. The money spent on advertisement makes the consumer aware of the latest brands in the market. The markets conditions in do not assume an organized functioning pattern. Thus, appropriate planning for the market in terms of trade for the channel infrastructure, technology and behavioral dimensions needs greater emphasis for achieving better economic efficiency. The consumers are finding various problems in selecting their brand awareness towards fast moving consumer goods. In order fulfill their expectation to know the consumer behavior in the purchase decision in the brand of FMCG's products. In this backdrop it is identified that there is a need for

research work in the field of brand awareness and preference of consumer's towards FMCG's in Paramathi Velur Town.

The research deals with questions like:

- ❖ What are the factors affecting the brand preference for FMCG's?
- ❖ What are the brand awareness and problems faced by the consumer's?

OBJECTIVES OF THE STUDY

The primary objective of the present study is to compare the brand awareness and preferences of rural and urban consumers with regard to FMCG's. Pertaining to it, following specific objectives have been framed.

- ❖ To estimate the brand awareness and preferences of consumer's towards FMCG's
- ❖ To study the influence of the product attributes on purchase decisions,
- ❖ To measure the consumer satisfaction towards various brands,
- ❖ To examine the brand preferences towards various offers scheme.

RESEARCH METHODOLOGY

This study depends mainly on empirical data. The primary required for the study is collected from 120 respondents who use FMCG's in Paramathi Velur Town. To maintain equal representation in the sample, 60 respondents each from rural and urban areas are selected by using convenience sampling method. A well-structured questionnaire is prepared and administered to collect the relevant data from them. At the same time, in order to address the above mentioned objectives, secondary data is also collected from various sources.

LIMITATIONS OF THE STUDY

This study is limited to only 120 consumers who live in Paramathi Velur Town. As the sample size taken is small, the results of the study may not represent those of the whole universe. It is assumed that the respondents are honest in expressing their thoughts. There might be some uncertainty about it. In computation of percentages, figures have been rounded off.

DATA ANALYSIS AND INTERPRETATION

In the following section, the data collected from respondents were tabulated, analyzed and interpreted. Wherever required, Chi-square tests at 5% significance level have been administered to identify, if any, significant differences between brand awareness and preference of respondents.

The null hypothesis are formulated and presented here.

Ho: There is no significant difference between brand awareness and preference of respondents.

Ho: There is no significant difference between gender and brand awareness of the respondents.

Ho: There is no significant difference between age and brand awareness of the respondents.

Ho: There is no significant difference between Income and brand of Soap, Shampoo, Hair Oil and Tooth paste of the respondents.

TABLE NO: 01
BRAND AWARENESS AND PREFERENCE AMONG DIFFERENT
PRODUCT CATEGORIES

Product Categories	Brand Name	Awareness of the Respondents	Percentage	Preference of the Respondents	Percentage
Soap	Lux	23	19	19	16
	Haman	37	31	41	34
	Dove	22	18	18	15
	Pears	18	15	15	12.5
	Lifebuoy	12	10	12	10
	Medimix	08	07	15	12.5
Total		120	100	120	100
Shampoo	Clinic Plus	43	36	37	31
	Sunsilk	27	23	23	19
	Dove	14	12	18	15
	Pentene	10	08	12	10
	Chik	10	08	13	11
	All Clear	16	13	17	14
Total		120	100	120	100
Hair Oil	Parachute	41	34	37	31
	Vatika	19	16	23	19
	Dabur Amla	18	15	22	18
	Persona Amla	15	12.5	18	15
	Navratna	12	10	12	10
	Hair and Care	15	12.5	08	07
Total		120	100	120	100
Tooth Paste	Colgate	43	36	47	39
	Close up	32	26	25	21
	Pepsodent	18	15	17	14
	Sensodyne	12	10	16	13
	Oral B	08	07	07	06
	Himalaya	07	06	08	07
Total		120	100	120	100

The above table shows that the brand awareness and preference among different product categories of the respondents. In Soap category the highest percentage of the respondents are brand awareness of the products is 31 percent in Haman Soap brand and preferences of the products is 34 percent are the same Haman Soap. In Shampoo category the highest percentage of

the respondents are brand awareness of the products is 36 percent in Clinic plus Shampoo brand and preferences of the products is 31 percent are the same Clinic plus Shampoo. In Hair Oil category the highest percentage of the respondents are brand awareness of the products is 34 percent in Parachute Hair Oil brand and preferences of the products is 31 percent are the same Parachute Hair Oil. In Tooth paste category the highest percentage of the respondents are brand awareness of the products is 36 percent in Colgate Tooth paste brand and preferences of the products is 39 percent at the same Colgate Tooth paste. So, most of the respondents are brand awareness and preferences of every product categories are the same.

TABLE NO: 02

IDENTIFICATION OF BRAND IMAGE OF THE RESPONDENTS

IDENTIFICATION OF BRAND IMAGE	NO OF RESPONDENTS	PERCENTAGE
Quality	56	47
Communication	36	30
Free trails and Discount	20	16
Competitive Pricing	08	07
Total	120	100

INTERPRETATION

The above table shows that the identification of brand image of the respondents in FMCG’s products. The highest percentage of the respondents are choose quality of the products is 47 per cent, 30 per cent of the respondents are select communication of the products, 16 per cent of the respondents are desire free trails and discount, and 7 per cent of the respondent are prefer competitive pricing of the products. So, most of the respondents are favor quality of the products.

TABLE NO: 03

ASSOCIATION BETWEEN GENDER AND BRAND AWARENESS OF THE RESPONDENTS.

Ho: There is no significant difference between gender and brand awareness of the respondents.

Gender	Mean	Standard Deviation	F-Value	Level of Significant	Significant	Remarks
Male	3.6189	0.97616	2.088	5 %	0.125	Accepted

Female	3.7619	0.89361	2.088	5 %	0.125	Accepted
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Sources: Primary Data

From the above table it is observed that brand awareness is slightly differing with the gender of the respondents. However, the respondents from female group got highest mean 3.7619 followed by male group at 3.6189. At the same time the table also reveals that the significant value is 0.125. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. That means there is no significant difference between gender and brand awareness of the respondents.

TABLE NO: 04
ASSOCIATION BETWEEN AGE AND BRAND AWARENESS
OF THE RESPONDENTS.

Ho: There is no significant difference between age and brand awareness of the respondents.

Gender	Mean	Standard Deviation	F-Value	Level of Significant	Significant	Remarks
Below 20	2.5908	1.26941	0.303	5 %	0.582	Accepted
20 – 40	2.6010	1.11985	0.303	5 %	0.582	Accepted
Above 40	2.2651	1.10458	0.303	5 %	0.582	Accepted

Sources: Primary Data

From the above table it is observed that brand awareness is slightly differing with the age of the respondents. However, the respondents from age group between 20-40 years got highest mean 2.6010 followed by age group below 20 years at 2.5908 and the respondents from age group above 40 years at 2.2651. At the same time the table also reveals that the significant value is 0.582. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. Hence, it can be concluded that means there is no significant difference between age and brand awareness of the respondents.

TABLE NO: 05
ASSOCIATION BETWEEN INCOME AND BRAND OF SOAP, SHAMPOO, HAIR OIL,
AND TOOTH PASTE OF THE RESPONDENTS

Ho: There is no significant difference between Income and brand of Soap, Shampoo, Hair Oil and Tooth paste of the respondents.

Brand	Chi Square Test	Table Value	Level of Significant	S/NS	Remarks
Soap	1.29	26.30	5 %	NS	Accepted
Shampoo	26.87	26.30	5 %	S	Rejected

Hair Oil	21.48	26.30	5 %	NS	Accepted
Tooth paste	6.78	26.30	5 %	NS	Accepted

Sources: Primary Data

The calculated value (1.29, 21.48 and 6.78) is lower than the table value (26.30) in brand of Soap, Hair Oil and tooth paste of the respondents. Therefore null hypothesis is accepted. There is no significant relationship between income and brand of Soap, Hair Oil and tooth paste of the respondents. The calculated value (26.87) is more than the table value (26.30) in Shampoo of the respondents. Therefore null hypothesis is rejected. There is significant relationship between income and brand of Shampoo of the respondents.

FINDINGS OF THE STUDY

- ❖ The findings of this research showed that with regard to gender category 47 percent males and 53 percent females were involved for data collection.
- ❖ With regard to age 58 percent respondents are in the age group of 20 – 40 years, around 30 percent are below 20 and the remaining 12 percent above 40 years.
- ❖ The income level was another taken for this study it was found 42 percent of the respondents are Rs. 20,000 to Rs 30,000, 17 percent of the respondents are Rs 30,000 to Rs 40,000, 21 percent of the respondents were below Rs 20,000 and 20 percent of the respondents were above Rs 40,000.
- ❖ The find out the identification of brand image of the respondents in FMCG's products. The highest percentage of the respondents are choose quality of the products is 47 per cent
- ❖ The results also revealed that people who have more brand awareness are like to purchase more of the brand 64 percent of rural people like to buy FMCG's branded products from provisional store.
- ❖ The find out the mode of purchasing decision 69 percent of the respondents doing cash payment while purchasing FMCG's products while others on Credit bases.
- ❖ In soap category, more than 31 percent rural people were having brand awareness for brand of Haman.
- ❖ In Shampoo Category more than 36 percent are aware of brand Clinic Plus.
- ❖ In Hair Oil category, it was found that 34 percent are aware with brand Parachute.
- ❖ In Tooth Paste category, it was found that 36 percent are aware with brand Colgate.
- ❖ There is no significant difference between brand awareness and preference of respondents.

- ❖ There is no significant difference between gender and brand awareness of the respondents.
- ❖ There is no significant difference between age and brand awareness of the respondents.
- ❖ There is no significant relationship between income and brand of Soap, Hair Oil and tooth paste of the respondents.
- ❖ There is significant relationship between income and brand of Shampoo of the respondents.

SUGGESTIONS OF THE STUDY

Though the study is relating to awareness and preferences of consumer's, most of the consumers are influenced by brand and quality in purchase of FMCG's. If the companies adopt the following suggestions.

- ❖ Introduce different brand design and size to attract the consumer's
- ❖ Increase the number of layers between company brand and the consumer's
- ❖ The brand awareness and preferences in FMCG's are particularly in respect of Soap, Shampoo, Hair Oil, and Tooth Paste. Product is showing increasing tendency with the belief that quality is mistreated as the manufacturers are believed companies.
- ❖ Since the usage of branded products of believed companies will raise their status as well as build in that town.
- ❖ In rural areas clearly suggests that there is a scope for sales products to capture the markets in this area by increasing the supply of these branded products.
- ❖ Conveying awareness through issue of brochures in the correspondents, mass advertising in TV, and using various social networks etc.

CONCLUSION

It is concluded from this study that Fast Moving Consumer Goods is growing and will continues to grow very fast. The futures for the FMCG's look extremely encouraging. The FMCG's have under gone a structural change is all set to emerge stronger in future. The FMCG's market remains highly fragmented with almost half of the market representing brand up awareness of the products. This presents a tremendous opportunity for the markets of branded product. The study on the brand awareness and preference of consumer's towards Fast Moving Consumer Goods has received a pivotal position in the market for Soap, Shampoo, Hair Oil, Tooth paste although there are many competitors in the FMCG's market. FMCG's was able to maintain hold its top rank providing quality of the products at reasonable price to the consumer's. Quality is the main motivating factor for the consumer's to buy the products of

FMCG's. Introduction of the new brand in the market to satisfy the consumer's is also an importance reason for FMCG's to hold the top in the consumer's market. It clears from the study that FMCG's acquire a major share in the brand awareness and preferences of consumer's goods market the manufacture as to provide branded goods at rational price. From the analysis it was concluded that there is no significant difference between brand awareness and preferences of the respondents.

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