Abstract- The fast-moving consumer goods (FMCG) sector is an important contributor to India's GDP. Fast moving consumer goods (FMCGs) constitute a large part of consumers' budget in all countries. This study is aimed at rural consumer's behavior and attitude towards the branded in FMCG products. Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). The FMCG products are those that get replaced within a year. The FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. A subset of FMCGs is Fast Moving Consumer Electronics which include innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS systems and laptops.

Keywords: Rural Consumer Behaviour and Attitude, FMCG Products

I. INTRODUCTION

India’s FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of rural consumer and their target markets more effectively and efficiently. Fast Moving Consumer Goods (FMCG)-alternatively known as consumer packaged goods (CPG) are products that are sold quickly and generally consumed at a regular basis, as opposed to durable goods such as kitchen appliances that are replaced over a period of years. The FMCG industry primarily engages in the production, distribution and marketing operations of CPG. FMCG product categories comprise of food and dairy products, pharmaceuticals, consumer electronics, packaged food products, household products, drink and others.

Meanwhile, some common FMCG include coffee, tea, detergents, tobacco and cigarettes, soaps and others. The big names in this sector include Sara Lee, Nestle, Reckitt Benckiser, Unilever, Procter & Gamble, Coca-Cola, Carsberg, Kleenex, General Mills, Pepsi, Mars and others. In recent years, the fast moving consumer goods sector (FMCG) is witnessing increased use of sales promotion activities all over the world. This sector is characterized by products having low unit value and requiring frequent purchases and consumer behavior reflecting less loyalty, impulse buying, and low involvement on the part of a consumer (Kotler, 2003)

Integrated Marketing Communication

Integrated Marketing Communication include many types of communication tools for example-sales promotion, direct marketing, public relations, personal selling and advertising collaborate to take full advantage of the communication impact on target audience. Public relation, advertising, publicity and personal selling form the components of the promotional mix or marketing communication. Integrated Marketing Communication is defined as the coordination and integration of all marketing communication tool, avenues and sources within a company into seamless program that maximize the impact on customer and other end users at a minimal cost. This integration affects all firm business-to-business, marketing channel, customer-focused, and internally directed communications. Integrated Marketing Communications is a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, personal selling and direct marketing work together as a unified force, rather than permitting each to work in isolation. Besides, it acts as an aggressive marketing plan because it sets and tracks marketing strategy that captures and uses extensive amount of customer information. The role of integrated marketing Communication is to inform,

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remind, and persuade the target audience about a particular product or service. Today many companies are using different marketing communication tools. According to Kotler (2008), “The concept under which a company cautiously integrates and coordinates its many communications channels to deliver a clear, consistent message”. Raman and Naik (2005), defined IMC in the following words,

1. Advertising

Advertising has four characteristics: it is persuasive in nature; it is non-personal; it is paid for by an identified sponsor; and it is disseminated through mass channels of communication. Advertising messages may promote the adoption of goods, services, persons, or ideas. Because the sales message is disseminated through the mass media—as opposed to personal selling—it is viewed as a much cheaper way of reaching consumers. However, its non-personal nature means it lacks the ability to tailor the sales message to the message recipient and, more importantly, actually get the sale.

2. Public Relations (PR)

Public relations is defined as a management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the public upon which its success or failure depends. Whereas advertising is a one-way communication from sender (the marketer) to the receiver (the consumer or the retail trade), public relations considers multiple audiences (consumers, employees, suppliers, vendors, etc.) and uses two-way communication to monitor feedback and adjust both its message and the organization’s actions for maximum benefit. A primary tool used by public relations practitioners is publicity. Publicity capitalizes on the news value of a product, service, idea, person or event so that the information can be disseminated through the news media.

3. Sales Promotions (SP)

Sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product’s movement from producer to consumer. Sales promotions may be directed at the consumer or the trade. Consumer promotions such as coupons, sampling, premiums, sweepstakes, price packs (packs that offer greater quantity or lower cost than normal), low-cost financing deals, and rebates are purchase incentives in that they induce product trial and encourage repurchase. Consumer promotions may also include incentives to visit a retail establishment or request additional information. Trade promotions include slotting allowances ("buying" shelf space in retail stores), allowances for featuring the brand in retail advertising, display and merchandising allowances, buying allowances (volume discounts and other volume-oriented incentives), bill back allowances (pay-for-performance incentives), incentives to salespeople, and other tactics to encourage retailers to carry the item and to push the brand.

4. Personal Selling (PS)

Personal selling includes all person-to-person contact with customers with the purpose of introducing the product to the customer, convincing him or her of the product’s value, and closing the sale. The role of personal selling varies from organization to organization, depending on the nature and size of the company, the industry, and the products or services it is marketing. Many marketing executives realize that both sales and non-sales employees act as salespeople for their organization in one way or another.

5. Direct Marketing (DM)

Direct marketing, the oldest form of marketing, is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Users of direct marketing include retailers, wholesalers, manufacturers, and service providers, and they use a variety of methods including direct mail, telemarketing, direct-response advertising, online computer shopping services, cable shopping networks, and infomercials. Traditionally not viewed as an element in the promotional mix, direct marketing represents one of the most profound changes in marketing and promotion in the last 25 years. Aspects of direct marketing, which includes direct response advertising and direct mail advertising as well as the various research and support activities necessary for their implementation, have been adopted by virtually all companies engaged in marketing products, services, ideas, or persons

II. CONCEPTS OF FMCG

According to Kotler (2003), “this sector is characterized by products having low unit value and requiring frequent purchases and consumer behavior reflecting less loyalty, impulse buying, and low involvement”. As per Business dictionary, “FMCG products are regularly buying, essential or non-essential goods for example foods, toiletries, soft drinks, disposable items”
Market Size of FMCG Sector in India

According to India Brand Equity Foundation (article updated 2017), “the overall fast moving consumer goods (FMCG) market is expected to increase more than 14.7 per cent growth rate during 2012-2020. The rural FMCG market will touch approximately ₹ 6400 billion during 2012-2025. According to The Indian Express (2013), FMCG sector worth approximately ₹ 3710 billion, contributing 4.8 per cent to the GDP and market size of the Indian FMCG sector is expected to reach approximately ₹ 9400 billion by the year 2020.

FMCG Category and Products: We can easily see following category of FMCG products. Category Products Food and Beverages Health beverages, Soft drinks, Bakery products, Snack foods, Chocolates, Ice creams, Tea, Coffee, Soft drinks, Fruit, Vegetable, Dairy products, Bottled water, Branded flour, Branded rice, Branded sugar, Juices, etc. Household care Fabric wash (Laundry soap and Detergent), Household cleaners (Dish cleaners, Floor cleaners, Air fresheners, Insecticides, Mosquito repellants) Metal and furniture polish, etc. Personal Care Oral care, Health care, Skin care, Soap, Cosmetics, Toiletries, Deodorants, Perfumes, Paper products, Feminine hygiene, etc.

III. LITERATURE REVIEW

Rallabandi Srinivasu (2014), in his study on “Fast Moving Consumer Goods Retail Market, Growth Prospect, Market Overview and Food Inflation in Indian Market – An Overview” he has focused on competitive conditions operable in the FMCGs retail trade sector. This study also focused on the analysis of competitive conditions within the sector, and draws lessons for competition policy. In India, the retail market is competitive. There are no or fewer legal restrictions on entry. Prices across retail formats differ substantially for a market operating on a very low profit margin. However, these differences are likely to stem from cost differences.

Khan S. and Khan Y. (2012), in their paper on “Rural Marketing & Its Impact on FMCG” effort has been done to know about the rural markets and their impact on FMCG products. The factors responsible for the rural boom, major problems in tapping the rural market, FMCG consumption in rural India through premium brands, focus on urban categories and strategies for selling in rural India has been highlighted through the 4 A’s approach. They focused on many factors, which are- Rural India is a huge untapped market and scope for the expansion of FMCG products. The producers have to realize the importance of adopting differential marketing techniques than they use for the urban markets. Rural market is not familiar with some products. There is huge deficiency in the amount of products and services available in the market. Quality and Pricing are the main mantras to success in rural India. And rural population also prefers those products which are available in small packages.

Celen A., Erdogan T. and Taymaz E. (2005), in their paper on “Fast Moving Consumer Goods Competitive Conditions and Policies” they focused on modern retail formats, like supermarkets and chain stores, which are rapidly wide spread in at least many urban areas. Their study is also focused on the analysis of competitive dynamics (inter-firm rivalry, pricing and non-price policies, barriers to entry, regulatory conditions, etc.) within the sector, and draws lessons for competition policy. The modification of the retail market is a long lasting impact on wholesale trade as well as FMCG’s distribution. Many traditional wholesalers have lost their position and markets, because large retailers are purchasing directly from suppliers. Logistics companies are also playing an important role in the distribution of FMCG products. These trends are likely to have a positive impact on product diversity and the quality of products/services offered by retail stores. In Indian context, many chain stores and supermarkets work, like Best price, Metro. We can purchase many FMCG products under one roof.

Jethwarey Jaishri and Jain Shruti (2006), in their book on “Advertising Management” say that advertising is a tool of marketing that disseminates information about a brand which is aimed at a large number of people at the same time. To reach the masses, advertising has to buy space or time in one or more media of mass communication such as radio, television, newspaper, and magazines.

IV. RESEARCH DESIGN

This research is descriptive in nature as the study aims to find out the rural consumer behavior about FMCG product. The study is carried out the naturalistic observation and survey questioning which are attributes of descriptive research.

Scope of the Study

The present study target of rural consumers, understanding their behavior helps to identify the preference influence of brand in their purchase decision etc., on the purchase of particular FMCG product. The study has been covered in total rural consumers in FMCG Industry.

The objectives of this study were the following –
1. To study the attitude of consumer behavior towards purchase decision towards FMCG Products.
2. To find the awareness about the FMCG products.
3. To understand the overall satisfaction level of respondent using FMCG products.
4. To analyze the socio, economic profile of rural consumers and their attitude towards buying products.
5. To examine the brand preference for selected products of different FMCG.
6. To study the valuable findings and suggestions, conclusion.

Data Collection Techniques

The sources of data are primary as well as secondary. Primary data are collected through a survey of the rural customers, using a well framed questionnaire. Information is also gathered through secondary sources like books, journals, magazines, dailies, and from the Internet.

V. DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis.

Friedman Tests for Significant Difference Between Mean Ranks Rural Consumer Towards FMCG Products.

Null Hypothesis: There is no significant difference between mean ranks rural Consumer towards FMCG Product.

Alternative Hypothesis: There is a significant difference between mean ranks Rural Consumer towards FMCG Product.

<table>
<thead>
<tr>
<th>Rural Consumer towards FMCG Product</th>
<th>Mean Rank</th>
<th>Chi-Square</th>
<th>df</th>
<th>Asymp. Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>I pay attention to the emotions more than the benefits Purchasing FMCG products.</td>
<td>9.17</td>
<td>296.134</td>
<td>19</td>
<td>.000</td>
</tr>
<tr>
<td>While purchasing FMCG products I am more affected by visual and aesthetic factors</td>
<td>8.25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer the brand that makes me feel</td>
<td>13.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I make my decision according to my feelings</td>
<td>8.99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My emotions are as important as the benefits and price of the products.</td>
<td>10.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can purchase branded products because of my feelings without giving it a thought.</td>
<td>9.90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No matter how products are branded or unbranded, it must appeal to my feelings.</td>
<td>11.45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchasing a branded FMCG products arouses the feelings of fun and pleasure in me</td>
<td>7.61</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchasing brand makes me excited.</td>
<td>10.48</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I act with nostalgic feelings while purchasing branded products</td>
<td>13.10</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
It is important to me to know the benefits of products 11.83
I like looking for new and different products 8.66
I get reliable information (the most basic information) about different products. 13.10
I gather a lot of information before purchasing 8.46
I search for the latest information before making purchase decision 10.48
Even though I do not every now and then, new products catch my attention 13.10
It is important to the people around to like the brand 11.62
I prefer the brands of distinguished people, not the ones used by everybody. 8.66
The familiarity and reputation of the brand I use is important to me 13.10
For me, it is important that the brand I use is sold everywhere 8.46

Source: Output generated from SPSS 20

From the above table, it is found out that all the variables related to the Rural Consumer towards FMCG Products has significance value less than 0.05 at 1% level of significance, thus the null hypothesis is rejected. Thus, it is concluded that there is significant difference between mean ranks towards the rural consumer towards fmeg products. Over all the twenty rural Consumer Towards Fmeg Products to prefer the brand that makes me feel Better to the consumer and the highest rank (13.55), that the rural consumer towards fmeg products.

Emerging Tools of Integrated Marketing Communications (IMC)

Sponsorships (Event Marketing)

Sponsorships, or event marketing, combine advertising and sales promotions with public relations. Sponsorships increase awareness of a company or product, build loyalty with a specific target audience, help differentiate a product from its competitors, provide merchandising opportunities, demonstrate commitment to a community or ethnic group, or impact the bottom line. Like advertising, sponsorships are initiated to build long-term associations. Organizations sometimes compare sponsorships with advertising by using gross impressions or cost-per-thousand measurements. However, the value of sponsorships can be very difficult to measure. Companies considering sponsorships should consider the short-term public relations value of sponsorships and the long-term goals of the organization. Sports sponsorships make up about two-thirds of all sponsorships.

Social Media Marketing

The concept of social media marketing basically refers to the process of promoting business or websites through social media channels. It is a powerful marketing medium that is defining the way people are communicating. It is one of the significantly low-cost promotional methods that provide businesses large numbers of links and huge amount of traffic. Companies manage to get massive attention and that really works in favour of the
business. Social media marketing is a potent method applied by progressive companies for selling their products/services or for just publishing content for advertisement revenue.

**Internet Marketing**

Internet marketing also referred to as i-marketing, web-marketing, online-marketing or e-Marketing, is the marketing of products or services over the Internet. The Internet has brought media to a global audience. The interactive nature of Internet marketing in terms of providing instant responses and eliciting responses are the unique qualities of the medium. Internet marketing is sometimes considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Management of digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing.

**Mobile Marketing**

Mobile Marketing involves communicating with the consumer via cellular (or mobile) device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website.

Mobile connectivity not only enables people to connect to the Internet via a cellular telephone, PDA or other gadget, but also consolidates the different communication channels in a simple, yet effective medium.

VI. OPPORTUNITIES IN FMCG SECTOR

(a) Large Market- India has second largest population in the world, approx. 1.20 billion. According to estimates India will surpass china population in 2025 and become world’s largest populated country. FMCG industry is directly related to population. But we have to maintain proper growth in this sector. (b) Huge Rural Market- In India, more than 70% population lives in villages and covers approx. 50% of FMCG market.

(c) Low Cost of Labour- India has one more advantage that is low labour cost. It helps to present product at low cost rather than in other countries.

(d) Increase in Income Level- In India income level of consumer is growing and it helps in enhancing the purchasing power. So consumer is more demanding for FMCG products.

(e) Large Young Generation- India has a big pool of young generation. They are moving to change their life style and becoming more materialistic

VII. CONCLUSION

The present study concluded that, successes of many businesses depend on their ability to create and retaining the rural customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting rural new customers. Brand loyalty provides companies strong and competitive weapons to fight with competitors in the market place. The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of rural consumer and their target markets more effectively and efficiently. Hence the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and better serving their rural customers.

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