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Marketing Of FMCG In Rural Ares With Respect To Shampoo Product From Supply Chain Perception

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Abstract:

In today's competitive marketplace the pressure on organizations to find new ways to shape and deliver value to customer grows ever stronger. Gradually, in emerging economies as well as developments markets, the power of the seller has overtaken that of the customer. Supply chain Management not only helps in cutting costs, but also adds to maintain and improve In marketing of FMCG, which are Highly Competitive in nature, supply chain plays a crucial role. The Varied climate conditions, production spread over wide geographical area, mainly in remote villages, diversified consumptions patterns and poor infrastructure makes SCM for FMCG more complicated. In India, SCM is at its growing stage in marketing of FMCG.Marketing of FMCG are challenging because of the perishability, seasonality and bulkiness and consumption habits of the Indian Consumers. In addition to this, poor infrastructure, poor equity in SC and conventional small scale unorganized retailers, make state of the art supply chain challenging in the present scenario. The Indian retail market is mainly dominated by unorganized retailers. The unorganized retailers are homogeneous group. Recent development in retailing is the entry of large number of organized retailers. Current supply chain catering mainly to the unorganized retailers is riddled with number of drawbacks. As per this paper important drawbacks of the current supply chain are number of intermediaries, high level of wastage, quality degradation, poor infrastructural facilities and high cost. Government and private operators have to join hands to improve the physical infrastructure, information sharing and the service required for quality improvement of the supply chain.

Introduction

Indian FMCG 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 annum over the last decade. Unlike the developed markets, which are prominently dominated by few large players, India's FMCG market is highly fragmented and a considerable part of the market comprises of unorganized players selling unbranded and unpackaged products. There are approximately 12-13 million retail stores in India, out of which 9 million are FMCG kirana stores.

FMCG Concept And Definition

The term FMCG (fast moving consumer goods), although popular and frequently used does not have a standard definition and is generally used in India to refer to products of everyday use. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer. Thus, a significant gap exists between the general use and the conceptual meaning of the term FMCG.Further, difficulties crop up when attempts to devise a definition for FMCG. The problem arises because the concept has a retail orientation and distinguishes between consumer products on the basis of how quickly they move at the retailer's shelves. The moot question therefore, is what industry turnaround threshold should be for the item to qualify as an FMCG. Should the turnaround happen daily, weekly, or monthly?One of the factors on which the turnaround depends is the purchase cycle. However, the purchase cycle for the same product tend to vary across population segments. Many low-income households are forced to buy certain products more frequently because of lack of liquidity and storage space while relatively high-income households buy the same products more infrequently. Similarly, the purchase cycle also tends to vary because of cultural factors. Most Indians, typically, prefer fresh food articles and therefore to buy relatively small quantities more frequently. This is in sharp contrast with what happens in most western countries, where the practice of buying and socking foods for relatively longer period is more prevalent. Thus, should the inventory turnaround threshold be universal, or should it allow for income, cultural and behavioral nuances?

Characteristics Of FMCG Products

Individual items are of small value. But all FMCG products put together account for a significant part of the consumer's budget.

The consumer keeps limited inventory of these products and prefers to purchase them frequently, as and when required. Many of these products are perishable.

The consumer spends little time on the purchase decision. Rarely does he/she look for technical specifications (in contrast to industrial goods). Brand loyalties or recommendations of reliable retailer/dealer drive purchase decisions.

Trial of a new product i.e. brand switching is often induced by heavy advertisement, recommendation of the retailer or neighbors/friends.

These products cater to necessities, comforts as well as luxuries. They meet the demands of the entire cross section of population. Price and income elasticity of demand varies across products and consumers.

1. Hindustan Unilever Ltd.	6. Asian Paints (India)
2. ITC (Indian Tobacco Company)	7. Cadbury India
3. Nestlé India	8. Britannia Industries
4. GCMMF (AMUL)	9. Procter & Gamble Hygiene and Health Care
5. Dabur India	10. Marico Industries

Table:1:The Top 10 Companies In FMCG Sector

India FMCG sectors' significant characteristics can be listed as strong MNC presence, well established distribution network, intense competition between the organized and unorganized players and low operational cost. Easy availability of important raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage. Products which have a swift turnover and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG items are those which generally get replaced within a year. Examples of FMCG commonly include a wide range of repeatedly purchased consumer products such as toiletries, soap, cosmetics, oral care 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 etc.Penetration level and per capita consumption in many product categories is very low compared to world average standards representing the unexploited market potential. Mushrooming Indian population, particularly the middle class and the rural segments, presents the huge untapped opportunity to FMCG players. Growth is also likely to come from consumer 'upgrading' in the matured product categories like processed and packaged food, mouth wash etc. A distinct feature of the FMCG industry is the presence of international players through their subsidiaries (HLL, P&G, Nestle), which ensures innovative product launches in the market from their parent's portfolio. Our country has a varied agro-climatic condition which enables to offer extended raw material base suitable for many FMCG sub sections like food processing industries etc. India is the one of the major producer of livestock, milk, sugarcane, coconut, spices and cashew and is the second largest producer of rice, wheat and fruits & vegetables. Similarly, India has an abundant supply of caustic soda and soda ash, the chief raw materials required in the production of soaps and detergents, which enables the household section of the industry to excel and grow. The accessibility of these raw materials gives India the location advantage.

Meaning Of Rural Marketing

The Rural Marketing is the marketing strategies which are used by different companies for the promotion of its products. Rural marketing is more price sensitive but it has preference for quality. Rural marketing broadly is used to identify the rural customers, understand the customer, satisfy the customer and keep the customer to lead more sales of goods and services. During the first phase, pre-1960s rural marketing was identical with agricultural marketing. From 1960sto1990s, the marketing of agriculture input and marketing of non-farm rural product was considered as rural marketing. Post 1990s due to rise in income various companies focused on tapping rural market potential. Now rural marketing refers to FMGC and consumer durable goods in rural area. Indian rural marketing can be classified into different categories:-

Urban to Rural

It refers to the selling of products and services by urban marketers in rural areas. These include: Pesticides, Tractors, FMCG Products, Consumer durables etc.

Rural to Urban

It involves a rural producer (involved in agriculture) sells his products such as fruits, vegetables, grains, pulses, spices etc. inurbane market through middlemen, agencies, government co-operatives

Swot Analysis Of FMCG Sector

Strengths

Well-established distribution network extending to rural areas.

Strong brands in the FMCG sector.

Low cost operations.

Weaknesses

Low export levels.

Small-scale sector reservations limit ability to invest in technology and achieve economies of scale.

Several "me-too'' products.

Opportunities

Large domestic market.

Export potential.

Increasing income levels will result in faster revenue growth.

Threats

Imports.

Tax and regulatory structure.

Slowdown in rural demand.

Emerging Trends

So far as FMCG market is concern there is new trend is emerging known as Joint sales promotion. Actually it is old concept but it was more prevailing in durable products now it is coming intro non durable goods also. When any sales promotion scheme either for trade or consumer is announced by more than one company and /or more than one brand of the same company, it is referred as joint sales promotion or horizontal co-operative sales promotion or cross promotion or umbrella sales promotion.

Classification Of Joint Sales Promotion

Use complementarily due to natural use

New use catering complementary relationships

Commonality of need due to use time

Tie-up of a new /slow moving brand with an established brand

Target market commonality

Seasonal demand

Distribution commonality

Targeting new segment

Derived demand

Countering competitive joint sales promotions

The Changing Faces Of Rural Livelihoods In India At North Gujarat

India is witnessing a series of changes since early nineties. Recently, the Sensex crossed 20,000 points and simultaneously India ranked in 94th out of 118 countries in the Global Hunger Index — behind Ethiopia. Literally and from the social, economic and political perspectives the statement is valid even today. Around 65% of the State's population is living in rural areas. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Unprecedented numbers of farmer suicides, big corporate houses entering into retail business, land allocation for Special Economic Zones, boom in information technology and IT enabled services, zero growth rates in employment, are among many such events that needs introspection. In recent years the Indian government has made huge investments in development of infrastructure like roads, telecommunication, etc. It has also passed legislation to benefit rural citizens. For example, under universal service obligation, each village should have a village public telephone installed and maintained by the service providers. Also, the "Right To Information Act" passed recently was to make the government system accountable to the citizens. However, civil society organizations are often unaware of such legislation and they fail to leverage the benefits. Corporate houses, private business houses and largely urban citizens are making effective use of the provisions. Thus, the benefits are inequitably distributed between the rural and urban areas. This rural- urban divide in accessing infrastructure services coupled with inability of civil society organizations to utilize the existing provisions has contributed to the slow growth of livelihood opportunities in rural areas. Initial poverty eradication efforts in India concentrated on supply of agricultural technologies, inputs and services that were often 'production' orientated.The concept of livelihoods and livelihoods analysis emerged in the mid nineties closely associated with poverty reduction strategies.

Understanding the livelihood systems of the poor is crucial to effective poverty reduction. Livelihoods of the poor can never be understood in any one-track logic –be it economic, social, technical, cultural or political. The livelihood systems are made up of very diverse elements which - taken together - constitute the physical, economic, social and cultural universe wherein the families live . The livelihoods approach puts house holds ofthepoor as its centralfocus.

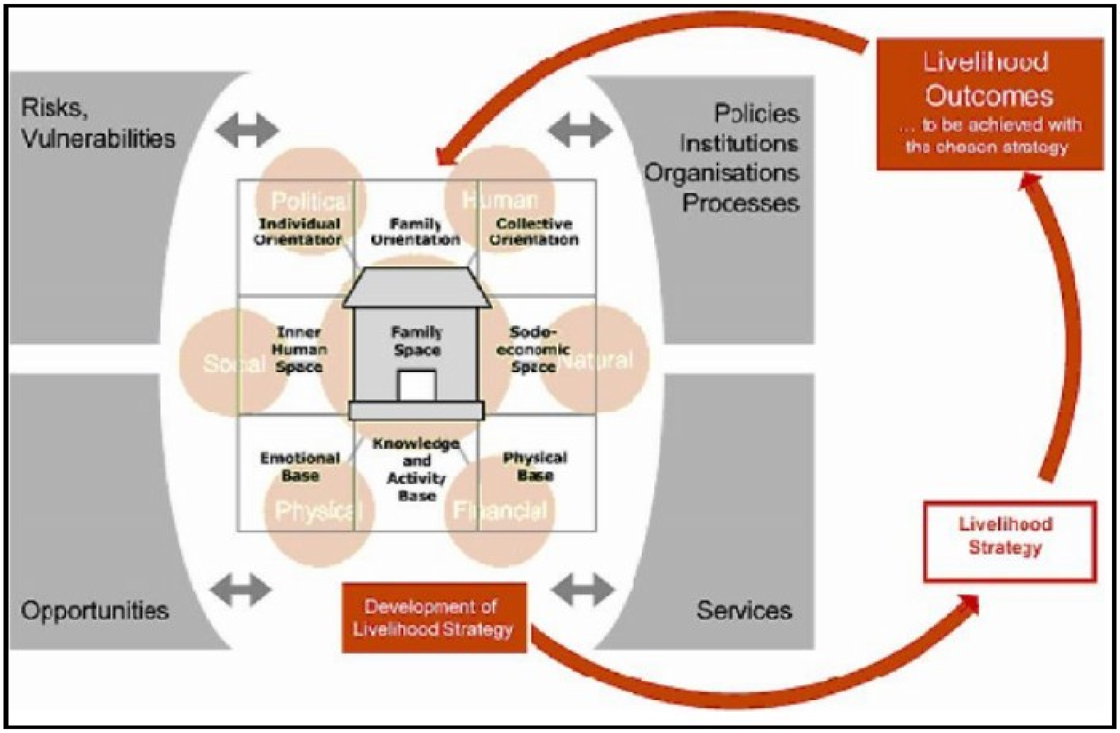


Figure 1

It takes holistic consideration of things that the poor might be vulnerable to, assets and resources that help them thrive and survive, policies and institutions that impact their livelihoods, how the poor respond to threats and opportunities and what sort of outcomes the poor aspire to. Agriculture and allied activities support livelihoods of nearly 70 percent of India's rural population. In recent years, land based livelihoods of small and marginal farmers are increasingly becoming unsustainable, since their land has not been able to support the family's food requirements and fodder for their cattle. As a result, rural households are forced to look at alternative means for supplementing their livelihoods.

The North part of Gujarat is called North Gujarat. It includes Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan districts.North Gujarat is dominant in the Dairy Industry. study region covers a total geographical area of 180 sq. km. It forms a part of two districts: Mehsana and Gandhinagar, and three talukas (counties), Vijapur, Visnagar (in Mehsana district) and Mansa(inGandhinagardistrict).

Most of the regional people share the same unique dialect of Gujarati language but they still have some minor differences from each other.All dialect has common difference from Gujarati is that the "chhe" is replaced by "she" or "sh".

Introducing FMCG brands into the mainstream effectively and achieving mass reach ans three key areas have to be addressed:

Future-proofing distribution models

Figure 2

Re-engineering traditional channels

The purpose of this re-engineering is to drive channel performance, build sales force efficiency and increase replenishment through distributor partnerships. The relationships involved need to be active, not passive. To be successful, FMCG players need to work with wholesaler and distributor partners effectively.

Building the triple A-rated supply network

Figure 3

Defining Rural India At North Gujarat

What Is Rural

Government agencies like IRDA(insurance regulatory and development agency and (NCAER) national council for applied economy research define rural as village with population <5000 with 75% male population engaged in agriculture.

NSSO(CENSUS)

Population density < 400 / Sq Km

75 percent of the male working population is engaged in agriculture

No Municipal corporation / board

NABARD

All locations with a population upto 10,000 considered "rural"

SAHARA

Commercial establishments located in areas servicing less than 1000 population

PLANNING COMMISSION

Towns upto 15,000 population are considered rural

RB1 location with population up to 10,000 considered rural area.

Overview Of The Rural India And North Gujarat

Total population Projections

2010: 1,173,108,000

2020: 1,326,093,000

2030: 1,460,743,000

2040: 1,571,715,000

2050: 1,656,554,000

Population	**Total**	1,210,193,422
	Males	623,724,248
	Females	586,469,174

Table 2:Total Population in India: (20011 census)

MALE	381,668,992
FEMALE	360,948,755

Table 3:Rural Population In India
Source :National Council Censu

Year	Under 15	15–64	65+	Total
2000	361	604	45	1010
2005	368	673	51	1093
2010	370	747	58	1175
2015	372	819	65	1256
2020	373	882	76	1331

Table4 : 2020Estimate

Source: Based on P.N. Mari Bhat,"Indian Demographic Scenario 2025" Institute of Economic Growth

State	Gujarat
Total population	60383628
Male	31482282
Female	28901346
Total(%)	4.99

Table 5:Gujarat population of census 2011

Interpretation

In above shows the graph of the total population of the Gujarat of latest data of the 2011 total population of the Gujarat. Include the detail about the male and female total population.

Description	Rural	Urban
Population (%)	57.42 %	42.58 %
Total Population	34,670,817	25,712,811
Male Population	17,802,975	13,679,307
Female Population	16,867,842	12,033,504
Population Growth	9.23 %	35.83 %
Sex Ratio	947	880

Table 6

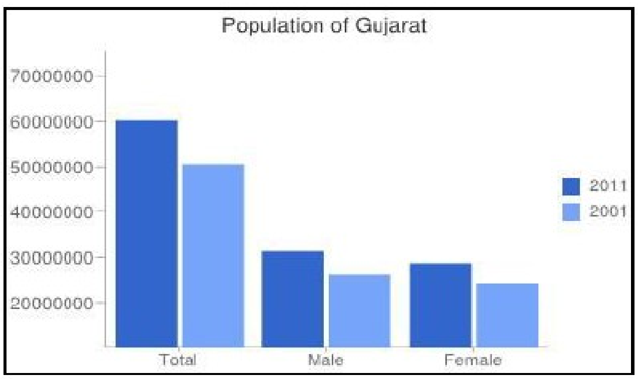


Figure 4: Rural & urban population of Gujarat of 2011

Literature Review

Indian advertising is a billion dollar industry today, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan&Bajpai, 1996). The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005). The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets.The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is 'fragmentation' of viewership due to availability of variety of channel/programmed options. These programmed reach to nearly 90% population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena, 2005). Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television.In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet&Kundu, 2007). Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural market by companies.Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation (Selvaraj, 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

Literature For Awareness And Prefrence For Shampoo In Rural Market

Here one research has been done by the dr vinod kumar bishnoi, bharti markrting to rural conumer understandig and tapping the rural market potencial reader hariyana school of business so in their research they done a primary survey in rural so this basis we use the data of those analysis.

MOTIVE	FREQUENCY	PERCENTAGE
CLEANLINESS	282	68.0
REMOVE DANDRUFF	59	14.2
MEDICINAL USE	4	1.0
HAIR CONDITIONING	34	8.2
NON USER	36	8.2
TOTAL	415	100.

Table 7:Motive For Using Shampoo

SHAMPOO	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
Pantene	246	59.3	4	1.0
Clinic plus	319	76.9	247	59.5
Sun silk	309	74.5	45	10.8
AYUR	142	34.2	18	4.3
CLINIC ALL CLEAR	223	53.7.	13	3.1
HEAD & SHOULDER	169	40.7	16	3.9
CHICK	186	44.8	12	2.9
GARNEAR FRUITCS	59	14.2	20	4.8
AYUSH	48	11.6	4	1.0
LURE	09	2.2	0	0
SHIKAKAI	48	11.6	0	0
HALO	73	17.6	0	0
NON USER	-	--	36	8.7
TOTAL	-	-	415	100.0

Table 8:Awareness Of Shampoo Using Of Shampoo

Research Methodology

Objectives

To Check Consumer Awareness for Shampoo Product and Reach of Supply Chain In Rural Are a.

To Check Consumer Preferences for particular Shampoo Product In Rural Area.

To check the consumer preferences regarding the features of shampoo product for purchasing particular brand and Supply Chain effectiveness.

To check the consumer preferences regarding the promotional technique of shampoo product for purchasing particular brand.

To Check Consumer Preferences For Media As Source To Purchase Particular Brand Of Shampoo and its existing supply chain.

To check the consumer's preference of advertising Message for Shampoo Advertisement.

Hypothesis

HO1: The gender of consumer and their use of particular brand Included in study is Relevance.

HO2: Age of consumers and their media preferences towards specific Media is Relevance

HO3: The family income and the promotional schemes for shampoo is Relevance.

H04: The occupation of consumer and agreeableness for particular Message in advertisement for shampoo is Relevance.

Research Design

Research design is Descriptive Research.

Data Collection Sources

Primary Data

These data was collected through survey of consumers with the help of Questionnaire.

Secondary Data

Information regarding the project, secondary data was also required. These data were collected from various past studies and other sources like RESEARCH PAPER,and websites which qualified as reliable.

Sampling plan

Target population: Rural Customer of Mehsana District.

Sampling territory

North Gujarat,Vadu village, Pansar village, Vadasma village.

Sample size

Rural Consumers = 200

Date Research Instrument

Structured questionnaire

Analytical tools

Graphical presentation

Hypothesis through one way Anova

Contribution of the study

The study reveals preference and awareness of shampoo product in rural and also the media preference criteria for the purchase of shampoo .it also gives insights into the preference towards the media message factor opinion for the customer.

Data Analysis And Interpretation

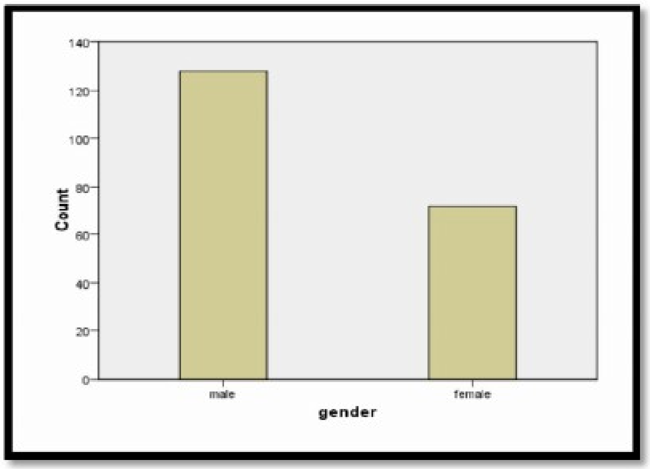


Figure 5:Gender Profile

The Response was as follows:

From the graph we can see the in rural aria there is maximum respondence from the male side in this study then female.

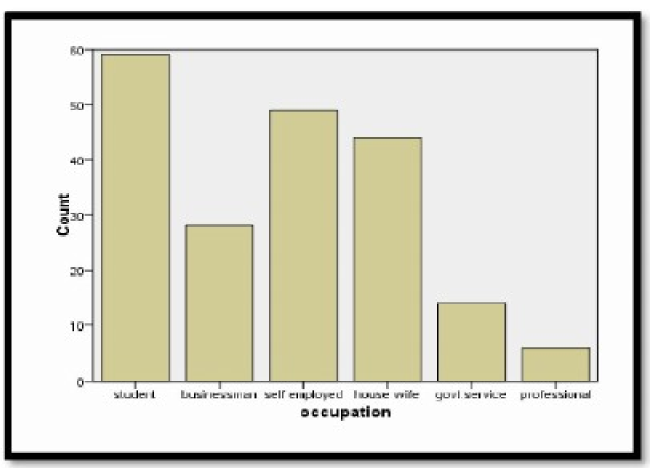


Figure 6:Occupation Of Customer

The Response was as follows:

From the graph we can see that maximum respondence in this study from student than self employed than house wife business man and govt.service and at last from the professional side.

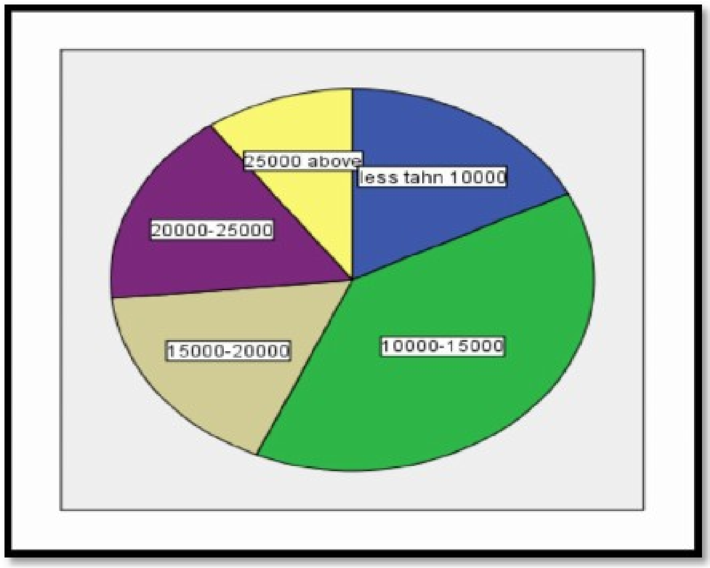


Figure 7: Monthly Family Income Of Consumer

The Response was as follows:

From the graph we can see that maximum respondence monthly income 10000-15000,and minimum monthly income 25000 above in the rural customer respondence.

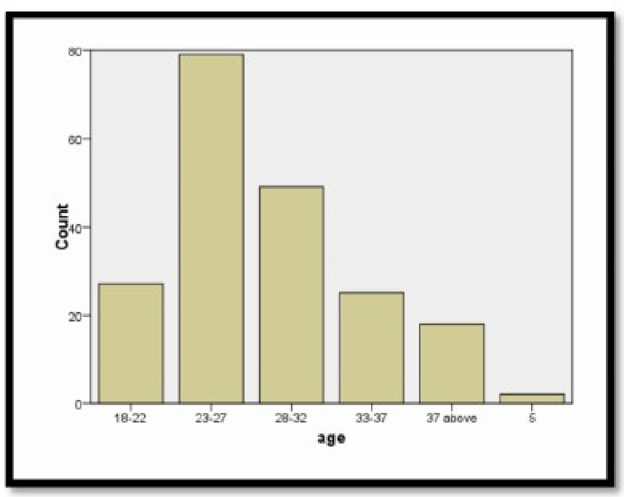


Figure 8: Age Of Consumer

The Response was as follows:

From the graph we can see that maximum respondence age in between 23-27,and minimum age in between 37above in the rural respondence

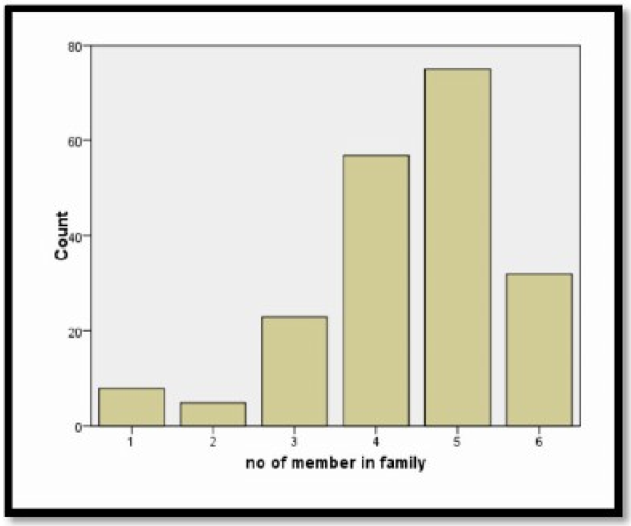


Figure 9: No Of Member In Family

The Response was as follows:

From the graph we can see that maximum respondence no of family member is 6 and minimum no of family member 1 in the rural respondence

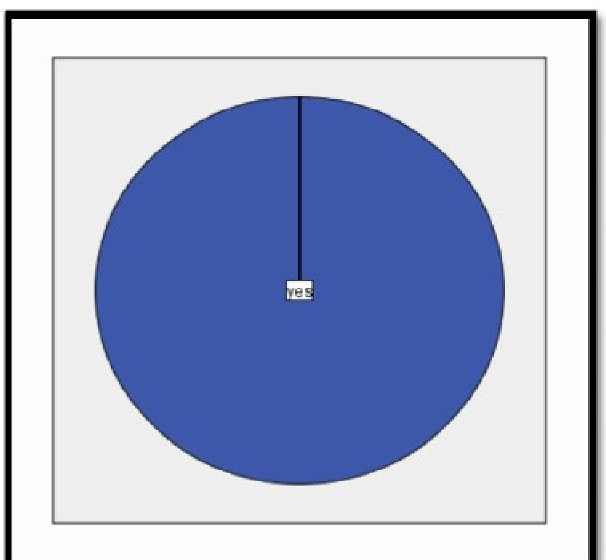
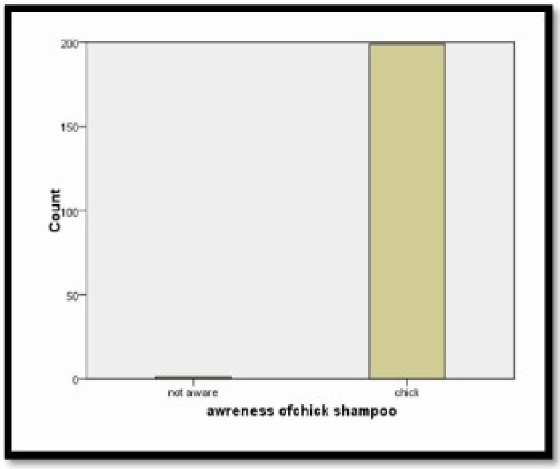
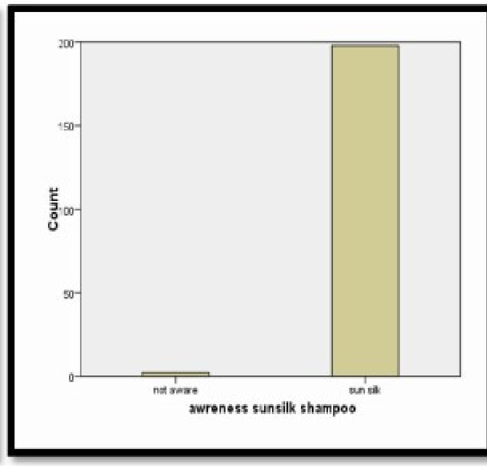


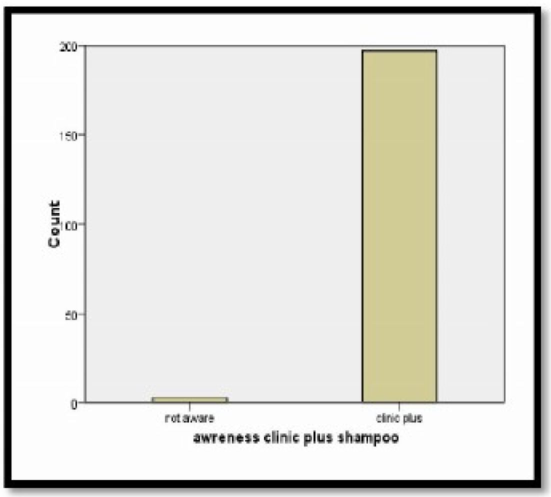
Figure 10: Using Of Shampoo In Rural

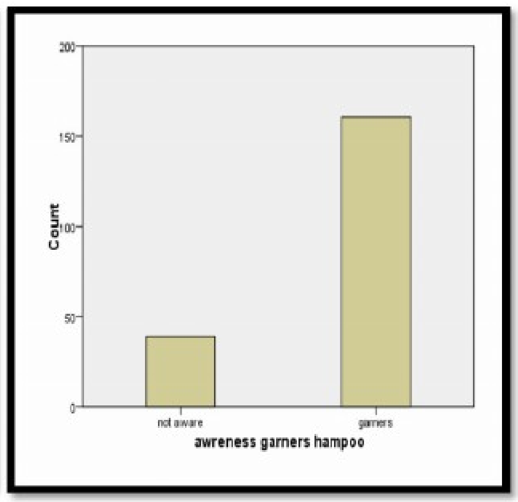
The Response was as follows:

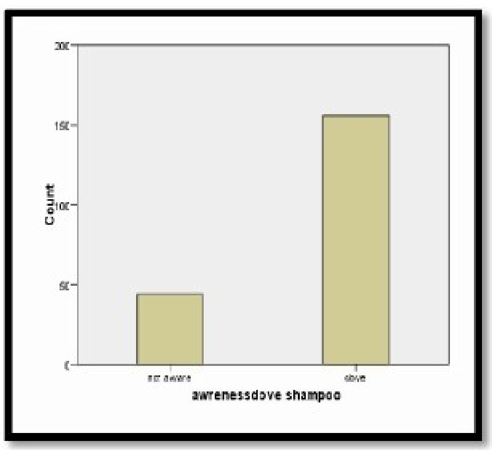
From the graph we can see that all rural respondence are using peticular brand of shampoo.

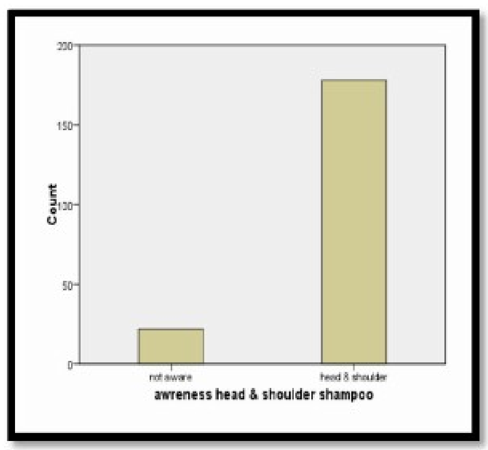












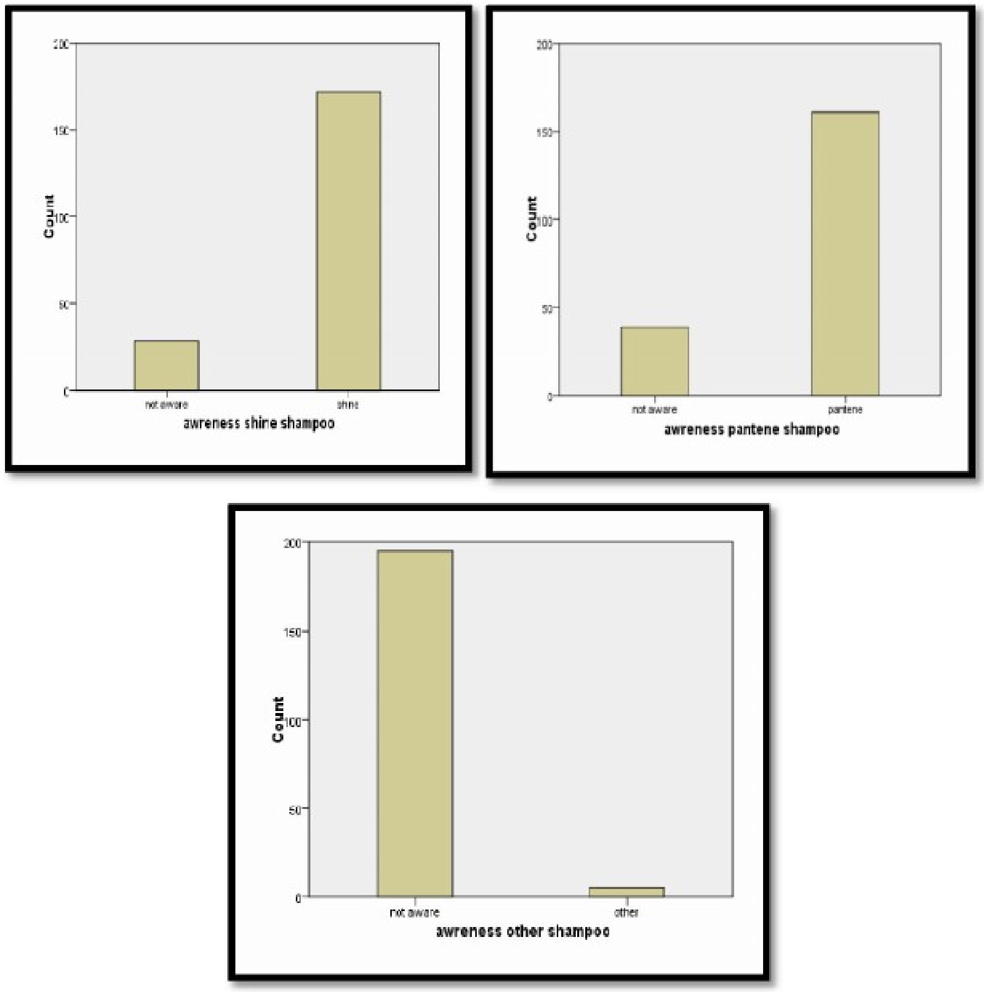


Figure 11: Awarness Of Different Brand Of Shampoo In Rural Consumer

The Response was as follows:

From the above different graph we can say that all rural respondence are aware with chick,sun silk and clinic plus at matimum but dove and garner brand are minimum aware in rural and also other brand of shampoo.

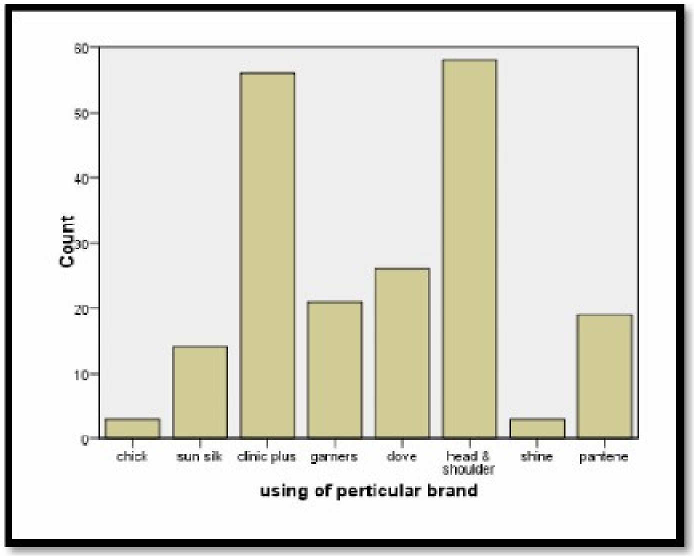


Figure12:Using Of Perticular Brand Of Shampoo In Rural Consumer

The Response was as follows:

From the graph we can say that in rural ariea maximum customer are using clinic plus and head & shoulder shampoo brand and minimum shine and chick brand of shampoo.

gender * using of particular brand Cross tabulation

Count

		Using of particular brand								Total
		Chick	sun silk	clinic plus	garners	Dove	head & shoulder	Shine	pantene	
Gender	Male	2	9	35	15	22	38	2	5	128
	Female	1	5	21	6	4	20	1	14	72
	Total	3	14	56	21	26	58	3	19	200

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.141[a]	7	.017
Likelihood Ratio	17.306	7	.016
Linear-by-Linear Association	2.916	1	.088
N of Valid Cases	200		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.08.

Table9: Chi-Square Test Between Gender And Using Perticular Brand Of Shampoo

The Response was as follows:

H0 tested for following factors of gender for their relevancy with usage brand of shampoo.	sig.value / Result	Status of Relevancy
Pearson Chi-Square	0.017/ Rejected	Not relevance
Likelihood Ratio	0.016/ Rejected	Not relevance
Linear-by-Linear Association	0.088/ Accepted	relevance

Table 10

Anova Test

		Sum of Squares	Df	Mean Square	F	Sig.
Television	Between Groups	2.493	5	.499	1.861	.103
	Within Groups	51.987	194	.268		
	Total	54.480	199			
Radio	Between Groups	3.085	5	.617	.429	.828
	Within Groups	279.235	194	1.439		
	Total	282.320	199			
wall painting	Between Groups	25.136	5	5.027	2.833	.017
	Within Groups	344.259	194	1.775		
	Total	369.395	199			
Hordings	Between Groups	35.657	5	7.131	4.427	.001
	Within Groups	312.498	194	1.611		
	Total	348.155	199			
news paper	Between Groups	21.753	5	4.351	3.783	.003
	Within Groups	223.122	194	1.150		
	Total	244.875	199			
word of mouth	Between Groups	5.611	5	1.122	.907	.477
	Within Groups	239.909	194	1.237		
	Total	245.520	199			
reference of friends and family member	Between Groups	18.088	5	3.618	2.455	.035
	Within Groups	285.892	194	1.474		
	Total	303.980	199			
celebrity endorsement	Between Groups	24.293	5	4.859	3.814	.003
	Within Groups	247.127	194	1.274		
	Total	271.420	199			
shop per endorsement	Between Groups	10.842	5	2.168	2.047	.074
	Within Groups	205.513	194	1.059		
	Total	216.355	199			

Table 11:Anova test between age of consumer and media preference to purchase shampoo product

The Response was as follows:

H0 tested for following factors of media preferences for their relevancy with Respondents Age.	sig.value / Result	Status of Relevancy
Television	0.103/ Accepted	Relevance
Radio	0.828/ Accepted	Relevance
Wall painting	.0.017/ Rejected	Not relevance
Hoardings	0.001/ Rejected	Not relevance
News paper	0.003/Rejected	Not relevance
Word of mouth	0.477/Accepted	Relevance
Reference of friend and family member	0.035/Rejected	Not relevance
Celebrity endorsement	0.003/Rejected	Not relevance
Shopper endorsement	0.074/Accepted	Relevance

Table 12

ANOVA						
		Sum of Squares	**Df**	**Mean Square**	**F**	**Sig.**
price discount	Between Groups	7.566	4	1.892	3.598	.007
	Within Groups	102.514	195	.526		
	Total	110.080	199			
buy one get one free	Between Groups	23.958	4	5.990	6.385	.000
	Within Groups	182.917	195	.938		
	Total	206.875	199			
quantity discount	Between Groups	12.516	4	3.129	3.307	.012
	Within Groups	184.479	195	.946		
	Total	196.995	199			
additional product as free gift	Between Groups	15.520	4	3.880	2.990	.020
	Within Groups	251.757	194	1.298		
	Total	267.276	198			
quantity variation	Between Groups	14.860	4	3.715	3.205	.014
	Within Groups	226.020	195	1.159		
	Total	240.880	199			

Table 13:Anova Test Between Monthly Family Income Of Consumer And Promotional Scheme For Shampoo Product

H0 tested for following factors of monthly family income for their relevancy with different promotional scheme	sig.value / Result	Status of Relevancy
price discount	0.007/Reject	Not relevance
buy one get one free	0.000/ Reject	Not relevance
quantity discount	0.012/Reject	Not relevance
additional product as free gift	0.020/Reject	Not relevance
quantity variation	0.014/Reject	Not relevance

Table 14:Analysis

ANOVA						
		Sum of Squares	**Df**	**Mean Square**	**F**	**Sig.**
Fear	Between Groups	4.942	5	.988	.858	.510
	Within Groups	223.413	194	1.152		
	Total	228.355	199			
Benefit	Between Groups	5.449	5	1.090	.749	.587
	Within Groups	282.146	194	1.454		
	Total	287.595	199			
Usage	Between Groups	4.125	5	.825	.703	.622
	Within Groups	227.750	194	1.174		
	Total	231.875	199			
problem solving	Between Groups	8.908	5	1.782	1.229	.297
	Within Groups	281.287	194	1.450		
	Total	290.195	199			
Attribute	Between Groups	4.451	5	.890	.740	.595
	Within Groups	233.424	194	1.203		
	Total	237.875	199			
differentiation of product	Between Groups	11.066	5	2.213	1.529	.182
	Within Groups	280.809	194	1.447		
	Total	291.875	199			

Table 15:Anova Test Between Occupation Of Consumer And Agreeableness On Message In Advertisement

H0 tested for following factors of occupation of consumer for their relevancy with Respondents agreeableness on message in advertisement.	**sig.value / Result**	**Status of Relevancy**
Fear	0.510/Accept	Relevance
Benefit	0.587/Accept	Relevance
Usage	0.622/Accept	Relevance
problem solving	0.297/Accept	Relevance
Attribute	0.595/Accept	Relevance
differentiation of product	0.182/Accept	Relevance

Table 16:Analysis

Results And Findings

The income of rural consumer is good than the past time.

There is good awareness of shampoo in rural market expect dove, and shine shampoo brand.

All rural consumer are using the shampoo in rural so this is best supply chain opportunity for the company.

In rural market there is more demand for the clinic plus and head & shoulder brand.

From The Different Test

There is relevance between age and television, radio, word of mouth, and shopper endorsement as media so company more focus on this media than other media.

From the chi-square test there is only relevance with Linear-by-Linear Association with gender and usage brand of shampoo.

There is not any relevance between monthly family income and promotional scheme so company more focus not promotional scheme for the customer

There is highly relevance between occupation and agreeableness on message in advertisement so we can assume the company must focus on the message agreeableness.

Occupation of consumer and agreeableness on message in advertisement is more relevance in the rural market so the company must focus on the message sent to rural consumer their agreeableness.

Limitations

Here in this study we are consider only 200 Respondence in rural consumer so it is not possible their answer is same represent whole of rural consumer this of particular area.

The research is conducted in rural consumer so there is possibility of perception and attitude of consumer to respond in negative or positively way so it depends on consumer to feed back of research.

All the secondary data is collected from the internet so there is vast different between when they define their view and the current time situation in today rural market introduction and the other data of this project. Rural income. Preference. And the awareness of particular brand of product for rural consumer.

Mistake by the person who study this project in data analysis and other by unintentionally.

The most limitation in this study to interpreting the data and the analysis by person is up to the thinking level of the researcher person.

Suggestions

Company more focuses on media for advertisement in rural because there is relevance in media in rural market and age of consumer.

There is good awareness in rural market for shampoo product so the company only goes through strategy to attract the customer in consideration with Supply Chain of the firm.

In rural market there good market share capture by clinic plus and the sun silk brand so the company must focus on this competitor action what they do and their price for product and other action of competitor.

Consumer monthly income is not relevance on promotional scheme in the product so company cannot more focus on promotional scheme as well Existing Supply Chain Network.

All rural consumer are use the shampoo as pre the study show so there opportunity for the company to take good market share by different types of quality provide in rural market

In rural customer there is more occupation from student, businessman, .and self employed so they focus more on this target market. as per the individual need because they use more than other consumer than the other customer.

From the respondance we can say that the age of consumer is more in 23-27 and 28-32 maximum so we can say that the there is opportunity to cover the more age consumer and the increase the sales in the rural market.

Looking Forward

The sheer diversity of the emerging markets cannot be underestimated. 'Emerging' is not a blanket term for a homogenous set of markets.Reaching mass markets effectively will require the development and optimization of dynamic channels. In many emerging markets, outlet penetration is challenging to achieve because of fragmentation. India for example has something in the order of 13 million outlets (the US by comparison has fewer than 950,000). As they build a supply chain to take their brands and products into the mainstream of emerging markets, FMCG (Fast Moving Customer Goods) and other players must keep the following issues front of mind.

It is imperative to achieve a 'triple A-rated' supply network - delivering products that are affordable, available, appealing. Close alignment with the needs of individual markets must be based on sustainable cost to serve.Successful players need to achieve the same supply chain visibility they enjoy in mature markets. This demands an effective strategy, delivered through operational excellence There is a need to leverage and mature management experience through 'on the ground' involvement. Managers themselves will benefit from personal development and experience gained at the emerging markets sharp end working closely with, and developing their local and regional talent.

The availability of quality skilled labour, whether in the cities or rural areas, is often in short supply. Companies must cultivate and progressively train to succeed in retaining and growing pools of skilled resources supplemented, where appropriate, by specialist external expertise and inputA second growth route is development of new distributor networks, supported by modernisation of existing on-the-ground presence. The rapid urbanisation of emerging economies creates 'instant' markets that are geographically concentrated. But newly middle class city dwellers are very far from representing the total opportunity. Reaching the still immense rural population is critical to growth. There is a will and openness to understand and adopt best practices that help organisations to "leap-frog" the capabilities of their peers in mature markets as they work to continuously improve their KPIs around cost, service levels, quality, volume and sustained mass market penetration.

Conclusion

After the study of project and as per the analysis of the data collect from the rural we can easily say that there is good awareness and the preferences of consumer for the clinic plus and other brand of shampoo there is most suitable t.v.as media in the rural market and additional we also measure the impact of message factor in advertisement opinion given by consumer and also the rank for the feature of product in the rural so by which we assume that there is good for F.M.C.G..Company to go in rural market by the effective communication media and the strategy for the rural market through its better supply chain

But the company must more focus on the rural challenges And the other nature of environment of the consumer and from the study we analysis that there is good opportunity in rural market and there is no any heavy cute through competition in the market means there no any clutter in the competition so the company have opportunity to take the advantage of it and make good image in the mind of customer so there is also one nature of rural consumer to less switch over the brand means they are loyal to one particular brand of product (assume: all customer are not having same nature)

So by this way there is good for the F.M.C.G. Company to go rural than urban due to heavy competition in the market

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