

A study on the rural marketing of Shampoo's with reference to Modi Nagar, Ghaziabad (U.P.)

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ABSTRACT

Heavy demands for goods and services in rural areas is the main reason for the growth of rural markets. Most of the FMCG (Fast Moving Consumer Goods) and consumer durables firms are focusing heavily on rural marketing. These firms have realized that the rural markets are more attractive in terms of revenues and profitability. The share of urban areas in the totals FMCG sales has been steadily declining; while that of the rural areas is on the increase. The younger generation in rural areas is now spending more on personal care and grooming products. FMCG's are penetrating more and more beauty products in rural areas. According to Federation of Indian Chamber of Commerce and Industry in 2007, approximately 143 million people from rural areas using FMCG products, compared to 136 million in 2004. Overall the marketers should understand the customers before taking up the road to the rural market.

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Key words : Rural marketing, Fast moving consumer goods, Consumer behaviour

Nearly three-fourth of the country's consumer is rural market and one half of the national income is generated from there. The market started showing its potential in the 1960s and the 1970s. The 1980s and the 1990s witnessed its steady development. The lifestyle of a sizeable segment of rural consumers has already changed significantly in recent years and that of a much larger segment currently going through the process of change. Interestingly, in many products, rural consumption now accounts for a larger share than urban. According to an NCEAR survey, the number of households has increased 111 million. Corporate strategies, government policies, better communication are the factors responsible for the development of rural marketing. The rural consumption for shampoo is 26%. Brand name also plays an important role in determining the success/failure product.

Area of the study:

The area of the study was Modi Nagar, Ghaziabad

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Objectives:

The present study aims at consumer behaviour in rural market. The objectives of the study are as under -

- To ascertain the factors affecting the purchasing.
- To study how rural consumers get information regarding various brands.
- To study consumption pattern of shampoo in rural markets.
- To study the brand loyalty of shampoo consumers.

METHODOLOGY

The study is divided into five parts for the analysis as per the demand of the study. The study on rural marketing has been focused on the rural consumers, their buying habits, preference of goods and effectiveness of media.

ANALYSIS AND INTERPRETATION

The study is based upon the primary data. The data were collected through personal interview. The 200 samples consumers were selected in Modinagar by sampling method (Table 1).

Out of 150 respondents, 86 (57%) had TV as a source of information. Newspapers and Radio were main sources of information 34 (23%) and 12 (8%),