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Brand awareness and preferences towards fast moving consumer durables: An empirical study with specific relevance to rural consumers of Coimbatore district

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Abstract

Rural and semi urban markets are likely to contribute maximum to the sales of consumer durables in India. Rural consumer behavior and preferences are changing frequently. The objectives of present study is to address the issues; whether the buying behaviors of rural consumers differ based on their level of income and education; rural consumer's most preferred factor of purchase of durables and to know the level brand awareness in rural market. The empirical results reveal that, profession does not affect significantly on possession of consumer durable but income do, the level of brand awareness is increasing significantly in rural market.

Keywords: Brand awareness, fast moving consumer durables, empirical study, specific relevance, rural consumers

Introduction

The Indian rural market with its vast size and demand base offers great opportunities to marketing firms. Rural India represents 50 percent of India's GDP (Paninchukunnath, 2010). India perhaps has the largest potential rural market in the world. It has as many as 47,000 Haats (Kashyap, 1998), compared to 35,000 supermarkets in the US. In India out of total FMCG market, 53% demand comes from rural market, out of 53% FMCG demand 59% of demand comes for consumer durables.

Objective of the Study

1. To know the important factor that influences the purchase of consumer durables.
2. To check the brand awareness of consumer durables in rural market

Methodology

Source of Data

The study is based on primary and secondary data. Primary data has been collected through personal interview with the help of the well-structured questionnaire and secondary collected from journals, magazines, newspaper, books and websites.

Sample

Sample of 100 respondents were selected through convenience sampling method from the rural areas of Coimbatore district.

Data Analysis

Both primary and secondary data have been compiled and regrouped according to the needs of the study. Statistical tools used for the interpretation of the results are percentage, mean, and chi-square.

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Data Analysis and Interpretation

Percentage of the Consumers Using Different Consumer Durables

Consumer Durables	Number of Respondents	Percentage (%)
Television	98	98
Computer/Laptop	46	46
Refrigerator	32	32
Air Conditioner	26	26
Washing Machine	19	19

It is evident that, majority of the respondents' i.e. 98% own TV as it is the source of entertainment, and information. 46% of the respondents are using computer/laptop for multi-purpose, 32% of the respondents own refrigerator to preserve perishable things from the decay, The rural consumers are not so keen to own air conditions and washing machines compared to other products, the percentage of users are 26% and 19% respectively.

Brand Awareness of FMCD Products in Rural Market

Categories of Products									
Television		Computer/Laptop		Refrigerator		Air Conditioner		Washing Machine	
Brands Name	No of respondents	Brands Name	No of respondents	Brands Name	No of respondents	Brands Name	No of respondents	Brands Name	No of respondents
Samsung	85	HP	23	Samsung	28	LG	24	Samsung	18
Sony	83	IBM	17	Whirlpool	23	Voltas	16	Whirlpool	23
LG	76	Wipro	27	LG	34	Samsung	23	Videocon	25
Videocon	66	HCL	22	Videocon	24	Hitache	11	IFB	11
Panasonic	60	Dell	28	Godrej	28	Blue Star	16	Onida	10
Philips	73	Lenovo	21	Kelvinator	21			Godrej	14
BPL	59	Acer	18						

Conclusion

The market for consumer durables is becoming more competitive now-a-days. Therefore, the producer of durable products should understand consumer interest to drive sales of their products. This study has outlined the various facets of consumer likes/ dislikes and also different attitudes/ brand preference were brought out.

The study concludes that the competitive market provides opportunity at one side and also poses threats on the other side to both the consumers and the producers; it has become quite important to improve core products with value addition to enrich customer satisfaction in the similar price range. Not only quality improvements but improvement in other factors too viz. brand image, advance technology, and after sales service can change the attitudes of the customers.

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