

A Study on Post-Purchase Satisfaction of the Rural Women in Fast Moving Consumer Goods in Cuddalore District

***R.Doss**

****Dr.A.Sivanandam**

*Ph.D. Research Scholar (Fill-time), Department of Commerce, Annamalai University, Annamalainagar-608 002.

**Assistant Professor of Commerce, Directorate of Distance Education, Annamalai University, Annamalainagar-608 002.

Abstract

The fast moving consumer goods sector touches every aspect of human life. This sector constitutes a large part of consumers' budget in all countries. The Indian fast moving consumer goods sector began to shape during the last fifty years. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. With a near saturation and cut throat competition in urban India, many producers of fast moving consumer goods are driven to chalk out bold new strategies for targeting the rural consumers in a big way. In this backdrop, this study is undertaken by the researcher to examine the level of post-purchase satisfaction of the rural women in regards fast moving consumer goods consumer behaviour of rural women towards fast moving consumer goods in Cuddalore district. In this backdrop, this study is undertaken by the researchers to examine the level of post-purchase satisfaction of the rural women in regards fast moving consumer goods in Cuddalore district. As an essential part of the study, the primary data were collected from 600 rural women with the help of schedule. Taking into consideration the objectives of the study, a schedule was constructed based on Likert scaling technique. The results reveal that no significant relationship is found among the post-purchase satisfaction levels of the respondents belonging to different age groups, educational status groups, occupations, monthly household income groups and family pattern towards fast moving consumer goods. On the other hand, there exists a considerable relationship found among the post-purchase satisfaction levels of the respondents stationed at different blocks towards fast moving consumer goods. Respondents in the age group upto 30 years, respondents belonging to degree qualification, employed consumers, respondents belonging to monthly household income Rs.10001-15000, respondents belonging to Mangalur block and respondents of joint family have higher post-purchase satisfaction towards fast moving consumer goods.

Keywords: Rural women, consumer behaviour, rural market, post-purchase dissatisfaction, fast moving consumer, etc.

Introduction

The fast moving consumer goods sector touches every aspect of human life. This sector constitutes a large part of consumers' budget in all countries. The Indian fast moving consumer goods sector began to shape during the last fifty years. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle. With a near saturation and cut throat competition in urban India, many producers of fast moving consumer goods are driven to chalk out bold new strategies for targeting the rural consumers in a big way. This presents a tremendous opportunity for marketers of branded products who can convert the consumers to buy branded products. Many companies including multi-national companies and regional players started develop marketing strategies to lure the untapped market. The profit from the fast moving consumer goods is relatively very small and the selling is in huge quantities, which resulted in cumulative profit on such products can be large. The fast moving consumer goods companies have massive competition and they are forced to find new ways of making money. However, this is very difficult because of the consumers has different needs, different expectations and also a sea changes in the standard of living and life styles.

Statement of the Problem

The rural woman does not get involved in the purchase decision of even fast moving consumer goods in the earlier days. Now the trend has been changed and women do make purchase decisions especially for fast moving consumer goods brands. Though consumers are more dynamic, their taste, preferences are also changing; the rural women are finding various problems in selecting their fast moving consumer goods. As the rural marketing has become the latest marketing mantras for most of the FMCG companies because the true rural India is vast with unlimited opportunities. To gain competitive advantages, comprehensive marketing plans, programs and actions are directed towards the rural market with best match of their rural consumer for integrating in their life based on the rural marketing mix. A thorough understanding of rural women consumer behaviour would help in identifying different market segments and to evolve suitable marketing strategies for effectively penetrating and thereby to command a respectable share in rural markets. In this backdrop, this study is undertaken by the researchers to examine the level of post-purchase satisfaction of the rural women in regards fast moving consumer goods in Cuddalore district.

Objectives of the Study

The following are objectives of the present study:

1. To ascertain the level of post-purchase satisfaction of the rural women in fast moving consumer goods in Cuddalore district.
2. To suggest suitable measures for the effective purchase decision of fast moving consumer goods by the rural women based on the findings of the study.

Testing of Hypothesis

In order to examine the consumer behaviour of rural women towards fast moving consumer goods, the following null hypothesis was formulated and tested. **H₀**: There is no significant relationship among the post-purchase satisfaction levels of the rural women consumers belonging to different socio-economic profiles in fast moving consumer goods.

Sampling Design

The study is confined to consumer behaviour of rural women in Cuddalore district. There are 13 blocks in Cuddalore district as on December 31, 2014. In order to collect primary data for the purpose of the study, multi-stage sampling technique was adopted. At the first stage, top 5 blocks which outnumber in population were selected out of the 13 blocks of Cuddalore district. In the second stage, by adopting simple random sampling, from each block, 10 per cent of the villages i.e. 30 were selected out of the 5 selected blocks. In the final stage, from each of the village, 20 rural woman consumers were selected on the purposive basis for the study. Thus, the sample consists of 600 rural women.

Tools for Data Collection

This study is empirical in nature, based on survey method. As an essential part of the study, the primary data were collected from 600 rural women with the help of schedule. Taking into consideration the objectives of the study, a schedule was constructed based on Likert scaling technique. Pre-testing of schedule was done during December 2014, involving 25 rural women to know the relevance of the questions. In the light of pre-testing, necessary changes were incorporated in the revised schedule. The secondary data were collected mainly from journals, magazines, books and unpublished dissertations. The data so collected for the purpose of the study were edited, quantified, categorized and tabulated.

Framework of Analysis

In analyzing data, statistical tools such as the student t test and analysis of one-way variance are employed to study the relationship among the post-purchase satisfaction levels of the rural women belonging to different socio-economic profiles towards fast moving consumer goods. The coefficient of variation is employed to find out the consistency in the post-purchase satisfaction levels of the rural women in fast moving consumer goods.

Multiple regression analysis is used to measure the effect of personal variables of the rural women's towards post-purchase satisfaction in fast moving consumer goods.

Findings

1. No significant relationship is found among the post-purchase satisfaction levels of the respondents belonging to different age groups, educational status groups, occupations, monthly household income groups and family pattern towards fast moving consumer goods. On the other hand, there exists a considerable relationship found among the post-purchase satisfaction levels of the respondents stationed at different blocks towards fast moving consumer goods.

2. Respondents in the age group upto 30 years, respondents belonging to degree qualification, employed consumers, respondents belonging to monthly household income Rs.10001-15000, respondents belonging to Mangalur block and respondents of joint family have higher post-purchase satisfaction towards fast moving consumer goods.

3. There is consistency among the post-purchase satisfaction levels of the respondents in the age group above 50 years, respondents who have upto primary education, agriculturists, respondents having the monthly household income upto Rs.10000, respondents belonging to Nallur block and respondents of joint family towards fast moving consumer goods.

4. There is a low degree of correlation (0.078) between the personal variables and post-purchase satisfaction towards fast moving consumer goods. The result of the R square shows that 0.60 per cent of variation in post-purchase satisfaction on fast moving consumer goods is explained by every one of personal variables taken collectively. The F value indicates that the multiple correlation coefficients are not significant. Age, educational status, monthly household income and family pattern have no significant effect on the respondents' post-purchase satisfaction in the select fast moving consumer goods.

5. In case of post-purchase satisfaction in toilet soaps, 27.83% of the respondents are neither satisfied nor dissatisfied, followed closely by satisfied (27.50%) and dissatisfied (22.60%). 12.16% and 9.83% of the respondents are highly satisfied and highly dissatisfied respectively about it. The mean satisfaction score reveals that the respondents have a higher satisfaction level (3.74) towards fragrance/odor of the toilet soaps, followed by the dirt and dandruff removal (3.20). However, the respondents have a lower satisfaction score towards lathering/foaming of the toilet soaps (2.85).

6. In case of post-purchase satisfaction in detergent powder, out of 600 rural women consumers, best part of the respondents are (30.17%) satisfied, followed closely by neither satisfied nor dissatisfied (27.17%) and dissatisfied (22.17%). 12% and 8.50% of the rural women consumers are highly dissatisfied and highly dissatisfied in that order on it. The mean satisfaction score shows that the rural women consumers have a higher satisfaction level (3.83) towards superior whiteness, followed by the price of the detergent powder (3.30). However, the respondents have a lower satisfaction score towards fragrance of the detergent powder (2.87).

7. In the post-purchase satisfaction of noodles, mainstream of rural women consumers are satisfied (30.17%), followed by neither satisfied nor dissatisfied (28.33%) and dissatisfied (21.67%). 12.33% and 7.67% of the respondents are highly satisfied and highly dissatisfied correspondingly. The mean satisfaction score reveals that the rural women consumers have a higher satisfaction level (3.62) towards taste, followed by the ingredients (3.44). But, the respondents have a lower satisfaction score towards fast cook and nutritional value of the noodles (2.98).

Suggestions

1. The marketers must identify who makes and influences the rural women's buying decisions in regards select fast moving consumer goods. This will enable the marketers in understanding how rural women influence, different marketing campaigns might be targeted to each type of persons, marketers also examine rural women's level of involvement and number of brands available to determine and understand whether they are engaged in

complex buying behaviour, dissonance reducing buying behaviour, and habitual buying behaviour.

2. The marketers should continually assess and reassess how the rural women perceive about select fast moving consumer so as to know whether the marketers meet or exceed or are below the expectations of their rural women. In rural marketing, the key to ensure consumer satisfaction lies in understanding the consumer, his likes, dislikes, buying behaviour, buying motives and buying practices. In the light of this, rural women consumer behaviour provides a sound basis for identifying and understanding their needs. Therefore, some consumer surveys shall be conducted through external agencies so that public reposes confidence on the results of the surveys. Opinion polls shall also be carried out from time to time to understand the perceptions of rural women about the quality, performance, etc. of the fast moving consumer goods.

3. The availability of credit facility makes the rural women to buy fast moving consumer goods. Credit facility is the key influencing factor for buying decisions. It is therefore suggested that the retailers shall extend adequate amount of credit at least for the regular customers for the purchase of fast moving consumer goods.

4. Proper disclosure of the terms of credit and price information will go a long way in building up confidence on the retailers and ultimately lead to good customer-retailer relationships. The price discrimination of the rural retailers is the greatest constraints in the rural markets particularly for fast moving consumer goods. Therefore, the rural retailers should try to improve their fair business practices. They should insist that the products they purchase should be of standard quality and fair price.

5. The fast moving consumer goods offered by the rural retailers should fit into the living system of rural people. For certain fast moving consumer goods, point of purchase display that retailers heavily rely on pictorial presentation will prove very effective. Therefore, the manufacturers of the select fast moving consumer goods may introduce some low priced special brands of fast moving consumer goods to cater the need of rural women. Moreover, the brand names of the fast moving consumer goods sold in rural markets should be easy to remember and pronounce.

6. FMCGs sold in rural markets should be focused on pricing rather than brand building and positioning as done in urban markets. There is a need to explore local markets such as haats, weekly bazaars shandies, stalls and demonstrations, melas, etc. and to improve them slowly, in rural areas. The TV should devote time for talks and pictures on various consumer problems, consumer protection laws and consumer education in local languages.

Conclusion

The study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques to understand the nature of purchase and consumption behaviour. Women are vital part of buying behaviour and they are more involved with the purchasing activities. They are more price conscious, quality conscious and store loyal. Women are apt to be more involved with purchasing than men, since women have traditionally been the family purchasing agents and perceive purchasing as being associated with their role in the family. Therefore, marketers should consider them with utmost importance. Thus, a marketer who understands the consumer behaviour of rural women and plans his marketing strategies to suit the needs and aspirations of this target market will definitely have an advantage over his competitors. If this study provokes the people concerned to take some positive measures, the researchers will feel amply rewarded.

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