

Home and Personal Care Products: Awareness and Consumption

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This paper aims to study the consumption pattern of ruralites: select home, personal care products, and the awareness level about the existing brands. The study also highlights the consumers' motives behind the purchase and the factors affecting their purchase decisions. The data have been collected from 415 respondents across the entire Haryana regarding the six products: detergent, washing soap, bathing soap, toothpaste, shampoo, and hair oil. Majority of them have been using *Nirma*, *Nirol*, *Lux*, *Lifebouy*, *Colgate*, *Clinic Plus* and *Dabur Amla* and local brands of mustard oil. The study reflects that brand awareness level of respondents is very high though it does not affect the product usage to a large extent. Majority respondents have been using these products purely due to the utilitarian value of the product rather than the peripheral aspects.

In recent years, consumer India is at such a point where there is a multiplicative effect in income growth, aspirations and changed consumption pattern across the income level segments (Bijapurkar, 2000). Therefore, the buying behaviour of rural consumers has acquired significant attention of the corporate biggies as they have started consuming everything from shampoo to motor cycles (Pani, 2000). The size of rural market is bigger than the urban for both FMCG and durables as it accounts 53 and 59 percent of the market share respectively (Kashyap, 2003). The recent thrust of marketers into rural market is

triggered by the saturated urban market and the huge rural potential which is reflected in growing demand, has created uproar in this market (Kumar and Bishnoi, 2007). The rural India has been witnessing a sea change

in all sphere of life, be it enhance standard of living or adoption of new lifestyle. The entire credit goes to the revolution in technology and media as the private satellite channels have brought the world to the courtyards of many village houses (Sakkthivel and Mishra, 2005).

The concept of rural market in India is still evolving and poses numerous challenges like



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understanding rural consumers, reaching products and services to remote locations, and communicating with heterogeneous rural audience (Kashyap, 2003). The unique consumption pattern, tastes, different rural geographies and vast sub-cultural differences display numerous heterogeneity, calling for better understanding and pin-pointed strategies.

Literature Review

Sayulu and Ramana Reddy (1996) suggest that the rural market offers a very promising future. But this market has certain characteristics that hinder marketers from exploiting the opportunities. These include low literacy level, ignorance of right consumers, indifference to quality standards and lack of cooperative spirit. Ramana Rao (1997) observes that the boom in rural areas is caused by such factors as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural markets by companies. Ghosh (2007) highlights that FMCG is an important contributor to India's Gross Domestic Product (GDP) and is also the fourth largest sector in the Indian economy responsible for providing employment to approximately five percent of the total factory employment. He further observes that the food processing and the backward linkages established by eminent companies that have already entered the rural zone, and with a number of Indian and foreign companies that are stepping in, the purchasing power of farmers is surely going to increase.

Though the small packets made a considerable impact on rural consumer buying behaviour and consumption pattern, yet this trend reflects only in certain products such as shampoos, washing powder, coconut oil, toothpaste etc. (Sakkthivel and Mishra, 2005). The study further claims that sachets (small packs) facilitating rural consumers to try new products and also played a vital role in modifying their buying behaviour. Hence, it may be viewed as a promotional tool for modifying buying behaviour. According to the study of Naidu (2004) regarding toothpaste and hair oil, almost every ruralite is now aware of famous brands like *Pepsodent*, *Colgate*, *Acquafresh*, *Cibaca* and same is also true in case of

hair oil. Sehwat and Kundu (2007) argue in their study that rural and urban consumers vary in their behaviour as far as simplicity of packaging is concerned; the study has shown that rural consumers are comparatively less influenced by simplicity of package than urban consumers. Pandey (2005) observes that marketers are successfully using product design and packaging strategies to target the rural consumers, for example, small packages of *Fair & Lovely* are being pushed aggressively in rural markets by *Hindustan Lever Limited (HLL)*. Toothpastes were long assumed to be the only sort of oral care product rural market would buy, yet toothpaste penetration has actually overtaken powders (Singh and Pandey, 2005).

Sakkthivel (2006) has gauged that companies intended to attract the rural consumers ought to be very courteous in their approach and should try to develop the personal rapport by offering better products and supportive services. Once this is done, they don't have to worry about promotion as word of mouth will take care of it. The rural consumer will act as brand ambassador. The study further observes that survival of brands in rural markets would purely be based on their performance. Rural consumer would prefer the performance of the product rather than the brands. If they are satisfied with the same brand, they may look for other products of the same brand. Mahapatra (2006) claims that once the marketer creates a positive attitude for the brand/ service, then it is very difficult to deviate the rural consumers. They not only seek comfort in their brand but also from the person who is selling them the brand. The study also describes that the growing literacy rate and the high penetration of conventional media changed the perception of rural consumers. Shinde (2007) concludes in his study that rural consumers buy from weekly markets in majority and a meager number of consumers buy from districts. The small size packaging is the most important factor when it comes to the factors affecting purchase. The television has been found to be the biggest source of information followed by the radio and their friend circle also plays a vital role in this regard. Kumar and Madhavi (2006) bring out that rural consumers are quality conscious but with reasonable price offers. People understand the local dialect and prefer to be informed in their local

language and dialect. Therefore it can be useful for promotion of brands in rural markets by major players (Patel and Prasad, 2005).

The above mentioned studies highlight the various issues related to the rural markets like packaging preference of the consumers, brand awareness, growing demand for different products, and consciousness of the consumers regarding price. However, due attention has not been given to factors like consumption pattern of ruralities their motives behind the purchase, and how different brands are consumed by the consumers who have varied demographic profiles. The present study is an endeavour in this direction.

Research Objectives

The main objective of this research is to study the rural consumers' behaviour towards select Home and Personal care products. To achieve this objective, the following sub objectives have been designed:

1. To know the brand awareness and consumption pattern of ruralites.
2. To find out the motives behind the purchase and the factors affecting purchase decision.
3. To identify the sources of information.
4. To measure an association between demographic variables and brand consumption.

Research Methodology

The present research being exploratory-cum-descriptive in nature mainly depends upon primary sources of information, which have been collected with the help of a structured questionnaire. The study has been conducted in all four administrative divisions of Haryana as divided by Government of Haryana. Two districts from each division have been selected at random and further two villages have been chosen randomly from each of the district and from each village five-ten percent of households have been surveyed. In the entire survey, 16 villages have been covered from eight districts of four administrative divisions. A total of 500 questionnaires were administered among the respondents. Out of these collected questionnaires, 415 questionnaires were considered fit for analysis. The results have been obtained primarily with the help of frequency and percentage techniques. The chi-square test has also been applied to observe the association between certain demographic factors and other variables under study.

Results and Discussions

Brand Awareness and Usage

In case of detergents, it has been found that respondents have high awareness level with regard to *Nirma*, *Ariel*, *Wheel*, *Tide*, *Fena* and *Rin*. It shows that they are fully aware of leading national brands but when it comes to use, *Nirma* is far ahead than other brands

Table 1: Awareness and Usage regarding Detergent Brands

Detergents	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Ariel	310	74.7	17	4.1
Nirma	334	80.5	227	54.7
Wheel	257	61.9	36	8.7
Rin	222	53.5	37	8.9
Surf Excel	107	25.9	50	12.0
Tide	251	60.5	14	3.4
Fena	225	54.2	0	0
Mr. White	49	11.8	0	0
Henko	61	14.7	0	0
Ghari	181	43.6	0	0
Any other	—	—	12	2.9
Non users	—	—	22	5.3
Total	—	—	415	100

Source: Primary data. Frequencies regarding awareness are more than the actual because of multiple responses.

Table 2: Awareness and Usage regarding Washing Soap Brands

Washing Soaps	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Nirma	300	72.3	36	8.7
Rin	320	77.1	48	11.6
Wheel	281	67.7	8	1.9
Henko	78	18.8	13	3.1
Rin Surf Excel	172	41.4	42	10.1
Tide	200	48.2	8	1.9
Ariel	229	55.2	0	0
Fena	242	58.3	0	0
Nirol	—	—	256	61.7
Any other	04	1.0	4	1.0
Total	—	—	415	100.0

Source: Primary data, Frequencies regarding awareness are more than the actual because of multiple responses.

Table 3: Awareness and Usage regarding Bathing Soap Brands

Bathing Soaps	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Lux	343	82.7	237	57.1
Lifebuoy	335	80.7	103	24.8
Cinthol	161	38.8	17	4.1
Dettol	279	67.2	26	6.3
Breeze	115	27.7	8	1.9
Nirma	189	45.5	4	1.0
Godrej No. 1	92	22.2	8	1.9
Medimix	29	6.9	4	1.0
Hamam	221	53.3	0	0
Pears	87	20.9	0	0
Rexona	69	16.6	0	0
Dove	25	6.0	0	0
Santoor	48	11.6	0	0
Pamolive	9	2.2	0	0
Neem	25	6.0	0	0
Any other	—	—	—	—
Non users	—	—	8	1.9
Total	—	—	415	100.0

Source: Primary data, Frequencies regarding awareness are more than the actual because of multiple responses.

(table 1). In washing soaps, respondents are adequately aware about the leading brands but as far as usage is concerned, locally made *Niril* has been found as the sole leader in this market. It is pertinent to mention here that various local brands of *Niril* are available in the market and also being sold in loose form. The few respondents have also been found using some leading national brands like *Rin*, *Nirma* and *Rin Surf Excel* (table 2).

It can be gauged from the table three that respondents possess high awareness regarding *Lux*, *Lifebuoy*, *Dettol*, *Hamam* and *Nirma* and it is moderate in case of *Breeze*, *Pears* and *Rexona* as far as bathing soaps are concerned. But regarding usage, *Lux* is the most preferred brand followed by *Lifebuoy*.

In toothpaste, consumers are much aware about almost all the leading brands available in the market but in case

of use, *Colgate* has been found as the front runner followed by *Pepsodent* and *Close-up* (table 4). The other national brands are still struggling to convert themselves into the sales. *Clinic Plus*, *Sunsilk*, *Pentene*, *Clinic All Clear*, *Chik* and *Head & Shoulder* are able to make a dent in the mind of rural consumers so far as awareness level of the shampoo brands are concerned but when usage part comes, it is the *Clinic Plus* which has been found as the most preferred brand (table 5). The other well-known brands in this product are also absorbed by the consumers but in meager number. In case of hair oil, respondents have significant awareness about almost all the leading national brands but the *Dabur Amla* is consumed most by the rural consumers followed by the mustard oil which is locally made and is available with many brand names. *Parachute*, *Keo Karpin* and *Vatika* are the other brands which are also consumed by the few respondents (table 6).

Table 4: Awareness and Usage regarding Toothpaste Brands

Toothpastes	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Pepsodent	371	89.4	95	22.9
Neem	160	38.6	8	1.9
Colgate	317	76.4	181	43.6
Close up	299	72.0	51	12.3
Dabur Ial	201	48.4	30	7.2
Anchor	139	33.5	30	7.2
Babool	204	49.1	16	3.9
Aquafresh	81	19.5	0	0
Miswak	165	39.8	0	0
Vicco	12	2.9	0	0
Any other	—	—	0	0
Non users	—	—	4	1.0
Total			415	100.0

Source: Primary data, Frequencies regarding awareness are more than the actual because of multiple responses.

Table 5: Awareness and Usage regarding Shampoo Brands

Shampoos	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Pentene	246	59.3	4	1.0
Clinic Plus	319	76.9	247	59.5
Sunsilk	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
Chik	186	44.8	12	2.9
Garnier Frutics	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 users	—	—	36	8.7
Total	—	—	415	100.0

Source: Primary data, Frequencies regarding awareness are more than the actual because of multiple responses.

Table 6: Awareness and Usage regarding Hair Oil Brands

Hair Oil	Awareness		Usage	
	Frequency	Percentage	Frequency	Percentage
Vatika	313	75.4	20	4.8
Dabur Amla	322	77.6	149	35.9
Almond Drops	143	34.5	13	3.1
Clinic All Clear	268	64.6	20	4.8
Navratan	284	68.4	14	3.4
Parachute	247	59.5	47	11.3
Keo Karpin	146	35.2	33	8.0
Hair & Care	134	32.3	9	2.2
Mustard Oil	—	—	106	25.5
Any other	32	7.7	4	1.0
Total	—	—	415	100.0

Source: Primary data, Frequencies regarding awareness are more than the actual because of multiple responses.

Motives behind Use of Products

It can be traced from table 7 that the utilitarian aspect of detergent i.e. removal of stains has been found the most dominating reason for its purchase. The few respondents bought it for its fragrance value. The

consumers buy washing soap due to its primary function for cleanliness and some respondents buy it for its fragrance (table 8).

Table 9 gauges that the skincare and fragrance have been found as the prime reasons for using bathing

Table 7: Motives for using Detergent

Motive	Frequency	Percentage
Fragrance	73	17.6
Remove stains	316	76.1
Washing machine friendly	4	1.0
Non users	22	5.3
Any other	0	0
Total	415	100.0

Source: Primary data

Table 9: Motives for using Bathing Soap

Motive	Frequency	Percentage
Fragrance	180	43.4
Skincare	197	47.5
Medicinal Use	14	3.4
Enhance beauty	12	2.9
Any other	4	1.0
Non users	8	1.9
Total	415	100.0

Source: Primary data

Table 11: Motives for using Shampoo

Motive	Frequency	Percentage
Cleanliness	282	68.0
Remove Dandruff	59	14.2
Medicinal use	4	1.0
Hair conditioning	34	8.2
Non users	36	8.7
Total	415	100.0

Source: Primary data

Table 13: Factors affecting Purchase Decision

Factor	Frequency	Percentage
Advertisement	80	19.3
Low Prices	63	15.2
Good Quality	165	39.8
Friends & Relatives	24	5.8
Retailer's Influence	70	16.9
Any other	13	3.1
Total	415	100.0

Source: Primary data

Table 8: Motives for using Washing Soap

Motive	Frequency	Percentage
Fragrance	50	12.0
Cleanliness	365	88.0
Skin friendly	0	0
Any other	0	0
Total	415	100.0

Source: Primary data

Table 10: Motives for using Tooth Paste

Motive	Frequency	Percentage
Cleanliness	204	49.2
Freshness	103	24.8
Check germs	48	11.6
Whiteness	48	11.6
Bad Breath	4	1.0
Taste	4	1.0
Non users	4	1.0
Total	415	100.0

Source: Primary data

Table 12: Motives for using Hair Oil

Motive	Frequency	Percentage
Hair care	259	62.4
Good look	137	33.0
Fragrance	10	2.4
Medicinal use	5	1.2
Any other	4	1.0
Total	415	100.0

Source: Primary data

Table 14: Sources of Information

Source	Frequency	Percentage
Television	367	88.4
Radio	47	11.3
Retailer	80	19.3
Newspaper	144	34.7
Hoarding	25	6.0
Relatives	40	9.6
Magazines	4	1
Any other	20	4.8

Source: Primary data, Frequencies are more than the actual because of multiple responses.

soaps. However meager number of respondents has mentioned that they use it for medicinal purpose or to enhance beauty. Table 10 highlights that the cleanliness followed by freshness has been found as the primary motives for the purchase of toothpaste. Some of the respondents also purchase it for the purpose of protection from germs and whiteness value. Cleanliness has been found as the primary motive behind the purchase of shampoos. The very few respondents also buy it for removal of dandruff or hair conditioning (table 11). Table 12 gauges into the reason for buying hair oil and it is found that the respondents have been buying it for hair care and good looks.

Factors Affecting Purchase Decision

Table 13 discusses the factors influencing the purchase decision of the respondents. It can be well observed

from the table that quality has been the major factor behind the purchase of these items whereas advertisement and retailer's influence also play a vital role in deciding about a particular brand. A small number of respondents also give weight to the lower prices when it comes to purchase. Any other factors like hoarding and mobile van etc do not have any significant effect on the consumers.

Sources of Information for Brands

As far as sources of information are concerned, television is far ahead than the other sources. Newspaper also plays a significant role in imparting information to consumers probably due to their local edition. Retailers, radio and relatives are the other sources of information for the rural consumers (table 14).

Table 15: Income Level and Detergents' Brand Consumption

Detergent Monthly Income	Nirma	Wheel	Rin	Rin Surf Excel	Any other	Total
below 5000	32(57.1)	12(21.4)	4(7.1)	4(7.1)	4(7.1)	56(100.0)
5001-10000	133(76.0)	4(2.3)	4(2.3)	21(12.0)	13(7.4)	175(100.0)
10001-15000	29(27.6)	12(11.4)	21(20.0)	25(23.8)	18(17.1)	105(100.0)
above 15000	33(57.9)	8(14.0)	8(14.0)	0(0)	8(14.0)	57(10.0)
Total	227(57.8)	36(9.2)	37(9.4)	50(12.7)	43(10.9)	393(100.0)

Source: Primary data, Chi-square value 96.179, significant at 5% level, Figures in parenthesis denote percentage.

*Any other also includes Ariel & Tide

Table 16: Education Level and Detergents' Brand Consumption

Detergent Education level	Nirma	Wheel	Rin Excel	Rin Surf other	Any	Total
Illiterate	37(100.0)	0(0)	0(0)	0(0)	0(0)	37(100.0)
Upto 12th	156(59.1)	20(7.6)	12(4.5)	33(12.5)	43(16.3)	264(100.0)
Graduate/P.G.	34(37.0)	16(17.4)	25(27.2)	17(18.5)	0(.0)	92(100.0)
Total	227(57.8)	36(9.2)	37(9.4)	50(12.7)	43(10.9)	393(100.0)

Source: Primary data, Figures in parenthesis denote percentage

Table 17: Income Level and Washing Soaps' Brand Consumption

Washing Soap Monthly Income	Nirma	Rin	Nirol	Any other	Total
below 5000	8(11.6)	8(11.6)	45(65.2)	8(11.6)	69(100.0)
5001-10000	16(9.1)	12(6.9)	121(69.1)	26(14.9)	175(100.0)
10001-15000	8(7.0)	15(13.2)	58(50.9)	33(28.9)	114(100.0)
above 15000	4(7.0)	13(22.0)	32(56.1)	8(14.0)	57(100.0)
Total	36(8.7)	48(11.6)	256(61.7)	75(18.1)	415(100.0)

Source: Primary data, Chi-square value 25.833, significant at 5% level, Figures in parenthesis denote percentage, *Any other also includes Wheel, Tide, Henko and Rin Surf Excel.

Table 18: Education Level and Washing Soaps' Brand Consumption

Washing Soap Education Level	Nirma	Rin	Nirol	Any other	Total
Illiterate	4(10.8)	9(24.3)	24(64.9)	0(0)	37(100.0)
Upto 12th	20(7.2)	21(7.6)	181(65.3)	55(19.9)	277(100.0)
Graduate/P.G	12(11.9)	18(17.8)	51(50.5)	20(19.8)	101(100.0)
Total	36(8.7)	48(11.6)	256(61.7)	75(18.1)	415(100.0)

Source: Primary data, Chi-square value 24.547, significant at 5% level, Figures in parenthesis denote percentage

Table 19: Income Level and Bathing Soaps' Brand Consumption

Bathing Soap Monthly Income	Lux	Lifebuoy	Dettol	Any other	Total
below 5000	41(63.1)	16(24.6)	0(0)	8(12.3)	65(100.0)
5001-10000	96(56.1)	59(34.5)	8(4.7)	8(4.7)	171(100.0)
10001-15000	55(48.2)	24(21.1)	18(15.8)	17(14.9)	114(100.0)
above 15000	45(78.9)	4(7.0)	0(0)	8(14.0)	57(100.0)
Total	237(58.2)	103(25.3)	26(6.4)	24(5.9)	407(100.0)

Source: Primary data, Chi-square value 53.769, significant at 5% level, Figures in parenthesis denote percentage

*Any other also includes Nirma, Breeze, Godrej, Medimix & Cinthol.

Table 20: Education Level and Bathing Soaps' Brand Consumption

Bathing Soap Education Level	Lux	Lifebuoy	Dettol	Any other	Total
Illiterate	33(100.0)	0(0)	0(0)	0(0)	33(100.0)
Upto 12th	160(58.6)	83(30.4)	14(5.1)	16(5.9)	273(100.0)
Graduate/P.G.	44(43.6)	20(19.8)	12(11.9)	25(24.8)	101(100.0)
Total	237(58.2)	103(25.3)	26(6.4)	41(10.1)	407(100.0)

Source: Primary data, Figures in parenthesis denote percentage

Association of Demographic Variables and Brand Usage

It can be observed from the table 15 that *Nirma* is the sole leader in all the income categories in comparison to the other brands of detergents. But in case of sophisticated brands like *Surf Excel*, *Ariel* and *Tide*, the usage increases as the income level increases. This association is also reflected from the value of chi-square as well. When it comes to the association between education level and brand consumption of detergents (table 16), *Nirma* is the only brand which is consumed by the all illiterate respondents. However, as the education level of respondents increases the trend is downward in case of *Nirma* whereas *Wheel*, *Rin* and *Surf Excel* show an increasing trend.

The table 17 discloses that *Niro* (a local brand) is the most utilized washing soap brand among all income categories. However, the figures reflect the decreasing trend with the increasing income level. But it is vice-versa in case of *Rin*. This fact is also revealed by chi-square value. By seeing the pattern of washing soap brands as per the education level of the respondents

(table 18), *Niro* is being used by the majority of illiterate respondents and its use is decreasing with the increasing education level. But, *Nirma* and *Rin* are on increasing side as the education level increases. Hence, the figures reveal that as the education level of respondents goes up, they tend to use more sophisticated national brands.

The table 19 reveals the fact that *Lux* is the most consumed bathing soap irrespective of different income categories however it also discloses that the consumers seek more variety as the income level goes up. Chi-square value also shows a significant association between income level and bathing soaps brand usage. As per table 20 again *Lux* is the leading brand in all education categories of respondents with a decreasing trend with the increasing education level whereas consumption of *Dettol* and other brand increases with the increasing education level. So education has a positive association with brand choice. Lower age groups are more variety seeking whereas with the increase in age, the respondents stick to the two leading brands i.e. *Lux* and *Lifebuoy* (table 21).

Table 21: Age and Bathing Soaps' Brand Consumption

Bathing Soap Age	Lux	Lifebuoy	Dettol	Any other	Total
15-25	61(53.0)	29(25.2)	8(7.0)	17(14.8)	115(100.0)
26-35	124(63.3)	46(23.5)	14(7.1)	12(6.1)	196(100.0)
36-50	48(63.2)	12(15.8)	4(5.3)	12(15.8)	76(100.0)
above 50	4(20.0)	16(80.0)	0(0)	0(0)	20(100.0)
Total	237(58.2)	103(25.3)	26(6.4)	41(10.1)	407(100.0)

Source: Primary data, Chi-square value 45.053, significant at 5% level, Figures in parenthesis denote percentage

Table 22: Income Level and Toothpastes' Brand Consumption

Toothpaste Monthly Income	Pepsodent	Colgate	Close up	Any other	Total
below 5000	8(12.3)	28(43.1)	4(6.2)	25(38.5)	65(100.0)
5001-10000	33(18.9)	87(49.7)	38(21.7)	17(9.7)	175(100.0)
10001-15000	17(14.9)	54(47.4)	9(7.9)	34(29.8)	114(100.0)
above 15000	37(64.9)	12(21.1)	0(0)	8(14.0)	57(100.0)
Total	95(23.1)	181(44.0)	51(12.4)	84(20.4)	411(100.0)

Source: Primary data, Chi-square value 108.919, significant at 5% level, Figures in parenthesis denote percentage, *Any other also includes Neem, Babool, Dabur Lal & Anchor.

Table 23: Age and Toothpastes' Brand Consumption

Age \ Toothpaste	Pepsodent	Colgate	Close up	Any other	Total
15-25	27(23.5)	33(28.7)	17(14.8)	38(33.0)	115(100.0)
26-35	48(24.0)	96(48.0)	30(15.0)	26(13.0)	200(100.0)
36-50	16(21.1)	36(47.4)	4(5.3)	20(26.3)	76(100.0)
above 50	4(20.0)	16(80.0)	0(0)	0(0)	20(100.0)
Total	95(23.1)	181(44.0)	51(12.4)	84(20.4)	411(100.0)

Source: Primary data, Chi-square value 40.163, significant at 5% level, Figures in parenthesis denote percentage

Table 24: Education Level and Shampoos' Brand Consumption

Shampoo \ Edu.level	Ayur	Clinic Plus	Sunsilk	Head & Shoulder	Garnier Frutics	Any other	Total
Illiterate	0(0)	33(100.0)	0(0)	0(0)	0(0)	0(0)	33(100.0)
Upto 12th	18(7.3)	167(68.2)	28(11.4)	0(0)	16(6.5)	16(6.5)	245(100.0)
Graduate/P.G.	0(0)	47(46.5)	17(16.8)	16(15.8)	4(4.0)	17(16.8)	101(100.0)
Total	18(4.7)	247(65.2)	45(11.9)	16(4.2)	20(5.3)	33(8.7)	379(100.0)

Source: Primary data, Figures in parenthesis denote percentage, *Any other also includes Pentene, Clinic All Clear, Chik & Ayush

Table 25: Gender and Shampoos' Brand Consumption

Shampoo \ Gender	Ayur	Clinic Plus	Sunsilk	Head & Shoulder	Garnier Frutics	Any other	Total
Male	9(3.5)	172(67.7)	28(11.0)	16(6.3)	4(1.6)	25(9.8)	254(100.0)
Female	9(7.2)	75(60.0)	17(13.6)	0(0)	16(12.8)	8(6.4)	125(100.0)
Total	18(4.7)	247(65.2)	45(11.9)	16(4.2)	20(5.3)	33(8.7)	379(100.0)

Source: Primary data, Figures in parenthesis denote percentage

The table 22 gauges about the association between income level of the respondents and their brand consumption with regard to toothpaste. It reveals that *Colgate* is the most preferred brand among low and middle income categories but in the income category of above Rs.15000, it is the *Pepsodent* which leads. *Close up* is also used by a significant number of respondents in the middle income categories. When we look at the table 23 to see the association between age and toothpaste brand consumption, it can be found that *Colgate* is preferred by every age category but it is on much higher side in the case of aged people (50 and above) whereas the young respondents are more variety seeking as they use different brands. These associations are also highlighted by chi-square values.

Table 24 exhibits the association between education level of respondents and brand usage of shampoo. It is highlighted that *Clinic Plus* is the only brand used by each and every illiterate respondent. It shows a declining trend as the education level goes up but there is a reverse trend in case of *Sunsilk* and *Garnier Frutics* etc. As far as association with gender is concerned (table 25), *Clinic Plus* is the choice of both the genders, however, it is little bit higher in case of males. But the brands like *Ayur*, *Sunsilk* and *Garnier Frutics* are consumed dominantly by female whereas *Head & Shoulder* is solely used by males.

In case of hair oil (table 26), it is the *Dabur Amla* followed by mustard oil which are most consumed

Table 26: Age and Hair Oils' Brand Consumption

Hair Oil Age	Dabur Amla	Parachute	Mustard Oil	Any other	Total
15-25	39(33.9)	30(26.1)	21(18.3)	25(21.7)	115(100.0)
26-35	62(31.0)	9(4.5)	65(32.5)	64(32.0)	200(100.0)
36-50	32(42.1)	4(5.3)	16(21.1)	24(31.6)	76(100.0)
above 50	16(66.7)	4(16.7)	4(16.7)	0(0)	24(100.0)
Total	149(35.9)	47(11.3)	106(25.5)	113(27.2)	415(100.0)

Source: Primary data, Chi-square value 59.556, significant at 5% level, Figures in parenthesis denote percentage, *Any other also includes Almond Drops, Navratan ,Hair & Care, Vatika, Clinic All Clear and Keo Karpin

Table 27: Gender and Hair Oils' Brand Consumption

Hair Oil Gender	Dabur Amla	Parachute	Mustard Oil	Any other	Total
Male	116(40.0)	12(4.1)	86(29.7)	76(26.2)	290(100.0)
Female	33(26.4)	35(28.0)	20(16.0)	37(29.6)	125(100.0)
Total	149(35.9)	47(11.3)	106(25.5)	113(27.2)	415(100.0)

Source: Primary data, Chi-square value 55.162, significant at 5% level, Figures in parenthesis denote percentage

brands among all age groups. But a significant number of respondents belonging to the age category of 15 to 25 years also use Parachute. The table reflects clearly that old age people are stick to two brands (*Dabur Amla* and locally produced mustard oil) only whereas the youth also go for experiencing newer and latest brands of the hair oil. Although *Dabur Amla* and local brands of mustard oil are being used heavily by both the genders (table 27), but *Parachute* is also used by a considerable number of female respondents, this association is also conformed by chi-square values.

Findings

The overall analysis of brand usage and its association with the certain demographic variables, the motives behind the purchase, the factors affecting purchase decision of the ruralites and the sources of information regarding major home and personal care products have helped in reaching certain conclusions. The following are the main findings thereof:

- ◆ In rural Haryana, consumers have been found using the leading national brands like *Nirma* (detergent),

Lux and *Lifebuoy* (bathing soap), *Colgate* and *Pepsodent* (toothpaste), *Clinic Plus* (shampoo), *Dabur Amla* (hair oil) where as in case of washing soaps and hair oil *NiroI* (locally produced soap) and local brands of mustard oil are predominantly used by the rural consumers.

- ◆ When it comes to the brand awareness level of the rural consumers, it has been found that they are fully aware of the leading brands in case of bathing soaps, toothpaste and detergent but it is moderate regarding few brands of shampoo, hair oil and washing soaps.
- ◆ It is revealed from the study that primarily consumers buy these products for their prime utilitarian value than the peripheral aspects.
- ◆ The television has been the primary source of information besides newspapers. They also seek information from their relatives and the concerned retailers. The study revealed that the rural consumers are very much quality conscious and consider the advertisement and retailer's advice while deciding about purchasing a particular brand. They are also little cautious about the prices as well.

- ◆ The study highlights some very interesting aspects that whatever is the leading brand in all the products, that remains leading irrespective of any demographic variables be it income, education, age or gender. But with the increasing income and education level, the consumers were found using other sophisticated brands in that product category. The younger rural consumers have been found more variety seeking whereas the old aged consumers are stick to two or three brands.

Policy Implications

It is apparent from the study that once the rural consumers get convinced regarding the utility of the product for current use, there are every likely chances of ruralites going for it. Therefore, marketers desirous of tapping rural market must first study the consumers' requirement related to the utilitarian aspect that they attach to the products and then design the product accordingly. Ruralites in Haryana are conscious about the quality of the products; this underlines a very important fact for the marketers that they must consistently try to build upon the perceived image about the quality of the product along with maintaining the quality. As the main source of information are television and newspaper, it is suggested to the marketers that reaching rural consumer is not a difficult task but strategy needs to be properly design-based on the kind of media and programmes they are exposed to.

Conclusion

The study has been conducted on the awareness and consumption pattern of rural consumers towards home and personal care products. This study on the one hand has broken many old beliefs regarding rural market whereas it has upheld many others. Contrary to the belief that only rich and well educated consumers utilize the top national brands but even low income level consumers were found to be absorbing such brands. Similarly the consumers have been found well exposed to the different media primarily to the television and newspapers. The younger rural consumers have been found more variety seeking in comparison to their

old aged counterparts. Once satisfied, they become loyal to the brand. The rural consumer can be convinced on the utilitarian value of the product. In nutshell, the study can be concluded by saying that though rural market is full of complexities yet accessible if tapped through well conceived and properly designed marketing programmes which is a bigger challenge but equally rewarding.

Future Research Direction

This is an effort to study the awareness and consumption pattern of rural consumers towards select products in the category of home and personal care. It is only a broader view of the certain aspects. Further research can be conducted on a single product while taking into consideration the more variables. This study has been conducted only in the state of Haryana in India. For comprehensive and detailed understanding of rural market in India, studies should be conducted at national level by taking larger sample size.

Key words: Rural, consumption pattern, motives, home and personal care.

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