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A Study of Marketing Mix Strategies of FMCG Products in Rural Market with Special Reference to Amaravati District

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ABSTRACT: The present study aimed to analyze the A STUDY OF MARKETING MIX STRATEGIES OF FMCG PRODUCTS IN RURAL MARKETS WITH SPECIAL REFERENCE TO AMRAVATI DISTRICT. The fast-moving consumer goods (FMCG) sector is highly competitive and heavily reliant on sales promotion strategies to attract and retain customers. This study examines the impact of sales promotion on consumer behavior in the FMCG industry and the role of the marketing mix in driving sales promotion effectiveness. The research methodology involves a combination of qualitative and quantitative techniques, including surveys and focus group discussions with FMCG executives and consumers. The findings suggest that sales promotion is an effective tool for driving consumer behavior in the FMCG industry, with discounts and free samples being the most preferred promotional tactics. However, the success of sales promotion strategies is heavily influenced by the marketing mix, including product quality, pricing, and distribution channels. Consumers prioritize affordability, convenience, and product quality, and promotional tactics that align with these preferences are more likely to be successful. Effective marketing mix strategies for FMCG products in sales promotion include aligning promotional tactics with product positioning and target consumer preferences, leveraging digital marketing channels, and investing in data analytics to measure and optimize promotional effectiveness. This study provides insights into how FMCG companies can effectively use sales promotion to drive consumer behavior and capture market share, by integrating sales promotion strategies with the marketing mix to create a cohesive and effective promotional strategy.

KEYWORDS: FMCG, Sales Promotions, Consumer Behavior, Marketing mix.

I. INTRODUCTION

In order to find new opportunities and gain a market orientation, marketing is a business activity that identifies unmet needs and wants, quantifies their size, selects the target market that can be best and most effectively served, and selects the appropriate products, pricing, promotion, and distribution strategies to serve these markets. That has long been a tradition. It's possible that Adam and Eve took part in the very first marketing transaction. It didn't start being employed as a managerial discipline until recently. Despite this, it has advanced significantly in this very short period of time. Marketing is essential in fulfilling these needs and wants through trade processes, the provision of the highest-quality goods, and the assurance of giving the customer the finest service. The process should be properly described as "developing the value of a product or service through positioning to customers." A group of procedures known as marketing can be taken into consideration in order to generate, deliver, and communicate value to the customer as well as to manage customer relationships in a way that also benefits the company. The science of marketing includes analysing consumer purchasing patterns as well as choosing target markets through market segmentation and market analysis. From a sociological perspective, marketing acts as a link between a society's material requirements and its economic response patterns. Marketing fulfils these objectives and addresses these demands through long-term relationships and trade practises. According to the American Marketing Association, marketing is the process of creating, distributing, and exchanging goods and services that are beneficial to consumers, clients, partners, and society as a whole. According to Philip Kotler, marketing is "the science and art of investigating, developing, and providing value to fulfil the needs of a target market while making a profit." People's unfulfilled needs and desires are made more apparent through marketing. It defines, measures, and quantifies the size of the recognised market and the likelihood of profit. It determines which market segments the company can best serve before designing and marketing the appropriate products and services for those segments.

II. LITERATURE REVIEW

(Kanta, R. & Khanna, M. 2015): The study focuses on identifying the difficulties and tactics of rural marketing as well as the efficacy of existing marketing methods used by marketers.

(Shreedevi, 2016): According to the survey, rural areas present a significant opportunity for marketers. An important segment of India's overall market is the rural market

(Mehraj, I 2014) According to the survey, the recent improvements in rural income present a significant marketing opportunity for FMCG companies. The goal of the proper distribution is to spend as little money as possible to deliver the proper good to the proper location at the proper time.

(Goel, A .2014) The author emphasizes the current rural marketing environment, particularly for rural producers, and its significance. The study also focuses on communication, infrastructure development, and transportation infrastructure.

(J. Krishnan, 2014) The study primarily examines the issue of rural markets, marketing concerns, difficulties, and issues pertaining to the rural marketing environment.

N. Gulati (2013) It has demonstrated the significance of rural marketing, including tactics that influence the product's price, promotion, distribution, marketing, and sales methods that can assist numerous firms in snatching up a large chunk of the rural Indian market.

(2012) Kumar, M. Due to its size and large customer base, the Indian rural market presents a lot of business options. About half of the Indian consumers' income is produced in rural areas, where they make up two-thirds of the population. The rural Indian market has a sizable base of demand for durable goods and presents excellent marketing prospects.

II. OBJECTIVES OF STUDY

1. To study consumer preferences concerning sales promotion in the FMCG sector.
2. To examine tradeoffs, and the relative importance of different attributes while responding to a salespromotion offer.
3. To study the effect of sales promotions in the FMCG sector.
4. To study consumer behavior in the purchase of FMCG products

III. RESEARCH METHODOLOGY

Research methodology refers to the particular steps or methods used to find, choose out, organize, and evaluate data on a subject. In order to research the goals and test the hypothesis, the current study uses descriptive analysis to combine primary and secondary data. The primary data was collected using a well-structured questionnaire.

Research Design: Surveys and questionnaires are two of the data collection techniques used in the quantitative research design chosen for the study of employee satisfaction. An online questionnaire was used to gather primary data.

IV. DATA COLLECTING.

Secondary Data: Secondary data is gathered from periodicals, business records, websites, and the internet. We need the data for this project in order to acquire secondary data. Via questionnaires, we conducted direct interviews with the respondents to get the data.

Sampling Strategy Sample size = 100, Customer Form.

Convenience sampling techniques include convenience sampling, which involves taking a sample from a population that is simple to access or contact.

Data collecting tool: We are using a questionnaire to collect data, and both urban and rural residents of the Amravati district will be filling it out.

Pie diagrams and bar graphs for data analysis and presentation.

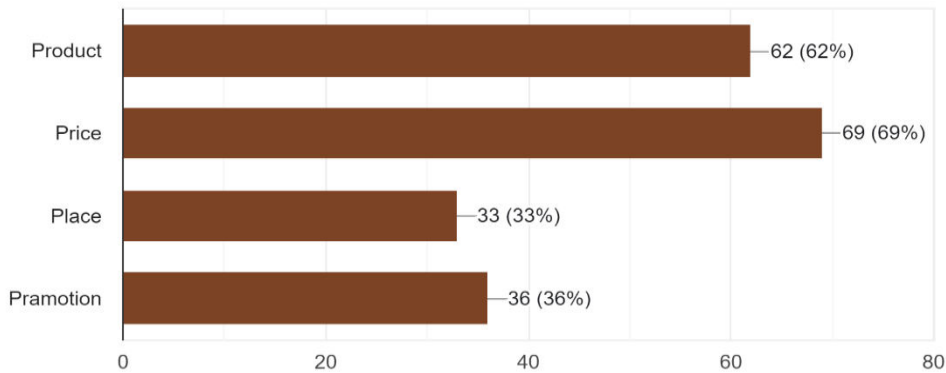


V. DATA ANALYSIS AND INTERPRETATION

"Which marketing mix strategies do you think are most effective for FMCG brands in rural market"

10. Which marketing mix strategies do you think are most effective for FMCG brands in rural market ?

100 responses



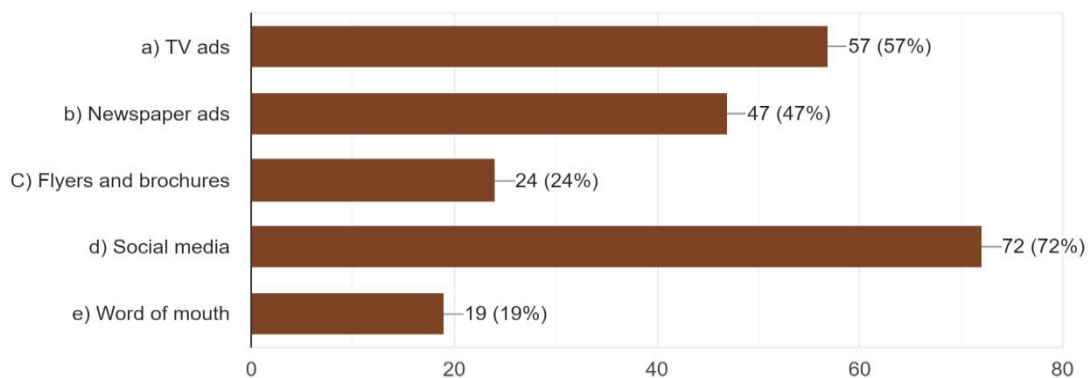
Interpretation :

From the above table includes multiple-choice options it is inferred that out of 100 customers, 'the effect of purchase FMCG products are like 62% customer are purchase in product basis, 69% are purchase in price basis, 33% are purchase in place basis and 36% are purchase in promotion basis.

"How do you usually become aware of sales promotions for FMCG products "

12. How do you usually become aware of sales promotions for FMCG products?

100 responses



Interpretation :

From the above table includes multiple-choice options it is inferred that out of 100 customers, the effect usually aware of sales promotion of FMCG products are like 57% of customers are aware of TV ads, 47% are newspaper ads, 24% are flyers and brochures, 72% are social media, and 19% are word of mouth.

If yes, what kind of sales promotions are most effective in influencing your purchasing behavior"

15. If yes, what kind of sales promotions are most effective in influencing your purchasing behavior?

100 responses



Interpretation:

From the above table, it is inferred that out of 100 customers, 'the effect of sales promotion most effective influence changing the behavior of customer by purchase FMCG product like 37% buy one get one free offer, 33% on discount on a purchase of a certain amount, 15% coupons, 8% free sample, 7% others.

VI. RESULTS AND FINDINGS

- According to the research it is found that the effect of customer purchasing behavior of FMCG products in rural market customers mostly purchases FMCG products mostly on daily basis.
- From the above information effect of purchasing preference of FMCG product customers is first preferred in the price of the FMCG products.
- From the above information effect of Purchasing products Behavior are analyzed most of the customer purchase daily uses products like food and beverages of FMCG products.
- From the above information effect of awareness of sales promotions and marketing mix strategies of FMCG products most of the customers are aware of social media.

By looking at all the above mention points and data that we have collected we can interpret that the responders of Amravati district as well as the rural area of Amravati district

VII. CONCLUSION

After studying the marketing mix strategies of FMCG products in rural markets with a special reference to the Amravati district, the following conclusions can be drawn:

Product: FMCG companies should focus on offering a product range that caters to the specific needs and preferences of rural consumers in the Amravati district. Products should be of good quality, affordable, and tailored to the local taste.

Promotion: Promotional activities should be designed to create brand awareness among rural consumers in the Amravati district. Companies can leverage local media, events, and influencers to promote their products effectively. **Place:** Companies should establish an efficient distribution network in the Amravati district to ensure the timely delivery of products to rural consumers. They should also consider setting up local sales outlets to improve accessibility.

Price: Pricing strategies should be carefully planned, keeping in mind the purchasing power of rural consumers. Offering smaller pack sizes and sachets at lower prices can attract rural consumers who have limited budgets. **Promotion:** Promotion plays a crucial role in creating brand awareness in rural markets. FMCG companies should focus on building strong distribution networks and leveraging local influencers to promote their products.

Place: FMCG companies need to have an efficient distribution network in place to ensure that their products reach rural consumers on time. They should leverage technology to improve their logistics and supply chain management systems. Overall, FMCG companies need to adopt a customer-centric approach while formulating their marketing mix strategies for rural markets. They should focus on understanding the unique needs and preferences of rural consumers



and tailor their marketing mix accordingly. By adopting the right marketing mix strategies, FMCG companies can tap into the huge potential of rural markets and drive growth.

Overall, FMCG companies need to adopt a customer-centric approach and tailor their marketing mix strategies according to the unique needs of the rural consumers in the Amravati district. By adopting the right marketing mix strategies, FMCG companies can tap into the huge potential of the rural market and drive growth. Additionally, companies should focus on building strong relationships with the local community to gain their trust and loyalty.

SUGGESTION

- Conduct a detailed market survey to understand consumer behavior and preferences for FMCG products in rural areas of the Amravati district.
- Analyze the existing Marketing Mix strategies employed by major FMCG companies in the rural market.
- Identify the key factors influencing the purchase decisions of rural consumers such as affordability, availability, brand awareness, and consumption patterns.
- Study the distribution channels and supply chain management system of FMCG products in rural areas.
- Investigate the role of local retailers and wholesalers in promoting FMCG products in rural markets and their impact on purchase decisions.
- Examine the effectiveness of promotional tactics such as advertising, sales promotions, and PR campaigns in influencing the buying behavior of rural consumers.
- Determine how cultural and societal aspects affect FMCG product marketing mix strategies in rural areas.

Provide suggestions for enhancing FMCG product marketing mix methods in rural areas, paying particular attention to Amravati district

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