

## **Brand Awareness for Brown Goods in Rural Market An Empirical Study on the Rural Market of Rewari**

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### **Abstract**

The aim of this study is to examine the brand awareness towards branded products of Brown goods in rural area. Because India is country of villages and 68 percent of its population lives in villages. So this study was conducted to study the interest of consumers in branded products of Brown Goods. The awareness towards any brand is showing increasing tendency everywhere in India and Rewari district of Haryana State is not an exception to it. The study was conducted to check the validity of this statement that is being discussed everyday by the researcher, market managers, producers, consumers, etc., Research Paper on brand awareness in rural area towards Brown goods in Rewari district of Haryana is taken up.

## **1. Introduction**

### **1.1 Brand**

Perhaps the most distinctive skills of professional marketers is their ability to create, maintain, enhance and protect brands. Sony and Nike brands command a price premium and elicit deep customer loyalty. A brand is thus a product or service whose dimensions differentiate it in some way from other products or service designed to satisfied the same need.<sup>1</sup>

### **1.2. Brown Goods**

Brown goods are durable goods; they can survive for a long time. Brown goods are the electronic equipment intended for every day use, most often in entertainment and communication. In society and business, electronics and appliances represent consumer goods that allow consumers to enjoy entertainment or improve their lives.

Brown goods represent electronic items such as televisions, DVD players, stereos, and home entertainment systems. An interesting but simple history of these terms exists for these consumer goods. Brown goods get their name because of the traditional televisions that had faux wood. These televisions were typically called floor models because they sat on the floor and used the faux wood to make the television more appealing as a center point of focus in a room.<sup>2</sup>

The major portion of the yearly budget of household is spent on brown goods. The introduction of branded products made rural people to be aware of purchase, this make change the pattern of buying Brown product from traditional to branded product.

According to census 2011, 69 (approximately) percent population lives in villages in India<sup>3</sup>, this is highest in the world<sup>4</sup>. At present Indian brown goods sector is worth \$ 7.3 billion and expected to be \$ 12.5 by 2015 <sup>5</sup>. So the brown goods industry is likely to create more jobs in coming years in the area of production, marketing, finance, human resource, supply chain and so on.

## **2. Brand Awareness**

Brand awareness refers to the customer ability to recall and recognize the brand under different conditions, using memory associations to link to the brand name, logo and so forth. It consists of both brand recognition and brand recall. It helps the customers understand to which product category the particular brand belongs and what products are sold under the brand name. It also ensure that customer know which of their needs are satisfied by the brand through its products. There are various level of brand awareness that require different levels and combinations of brand recognition and recall. Top –of-mind is the goal of most companies. Top-of-mind awareness occurs when your brands is what pops in to a customer mind when asked to name brands in a product category. Awareness occurs when your brand is not only top of mind to customers, but also has distinctive qualities that strict out to customers as making it better than others brands in your market<sup>6</sup>.

## **3. Review of Literature**

**Alba and Hutchison (1987)** propose that experts are more likely to search for new information because (a) expertise increases awareness of the existence of potentially acquirable information and (b) familiarity reduces the cost of information acquisition. **Schmidt and Spreng (1996)** further postulate that knowledge increases the perceived ability to search and therefore should decrease the perceived costs of search. Greater knowledge has been shown to be positively related to increased involvement with a category (e.g., **Raju et al. 1995**). **Dunn et al. (1978)** viewed advertising from its functional perspectives; Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product. Those views of **Etzel et al. (1997)** coincide with the simple but all-embracing definitions of Davies (1998) and **Arens (1996)**. **Aaker (2000)** regarded brand awareness as a remarkably durable and sustainable asset.

**Yee and Young** (2001), aimed to create awareness of high fat content of pies, studied consumer and producer awareness about nutrition labeling on packaging. **Chen (2001)** expressed a different thought on brand awareness that it was a necessary asset but not sufficient for building strong brand equity.

#### **4. Objectives of the Study**

The objective of the study is to find out the awareness of particular brand of brawn goods in rural area. For this the objectives of the study are as under:

*To study the brand awareness for brawn goods in rural area of Rewari district of Haryana.*

*To examine the perception of rural customers towards brawn goods*  
*To know, why branded products are not much prefer in rural area.*

#### **5. Need of the Study**

**For customer point of view:-** Brown goods are durable goods. They are used for a long time. When a customer buy these kind of goods, it is not easy to that customer to change it in very short time, because they are costly. So therefore it is necessary for a rural customer that when he buys, he must know about that particular product and about the brand of that product. In last seven or eight years rural market of India is showing an increasing tendency everywhere.

**For the company point of view:-** India is a country of villages, about 68 percent of our population is living in these villages. So the rural market is very big in India. So it is beneficial for marketing companies to enter in rural market, because, they can generate more revenue from rural market. Due to these reasons the need of this study arisen

#### **6. Methodology**

This study is based on primary as well secondary data. Primary data are collected through well structured questionnaire while secondary data are collected from various books and journals and through the use of internet. The study is confined to two block of Rewari district in Haryana state. It is basically a rural and under development area. Rewari consists three tehsils and five blocks. Due to the financial and time limitation of the researcher two blocks were selected for this study. And from each block three villages were selected. For this study 20 respondents were selected from each village. In all villages 120 respondents were chosen from different age group and classify them on the basis of education and income with the help of questionnaire.

## 7. Limitation of the Study

This study is not without limitation. Firstly this study covers only two blocks out of five blocks and three villages in each block.

Secondly, the personal information like income and other are not collected because the respondent did not want to share the information.

## 8. Finding and Interpretation

Detail	Frequency	Percentage
Sex		
Male	66	55%
Female	54	45%
Age		
Below 25	12	10%
25 to 40	30	25%
40 to 55	54	45%
Above 55	24	20%
Qualification		
Up to Senior Secondary	54	45
Up to Graduation	44	37
Up to Post gradation	12	10
Others	10	8
Annual income		
Less than 100000	25	21%
100000 to 200000	45	38%
2 to 300000	35	29%
Above 300000	15	12%
Types of product prefer		
Branded	34	28
Non-branded	40	33
Quality over brand	46	39

## 9. Brand Awareness in Rural Market of Rewari

T.V	%	D.V.D/C D	%	Mobile phone	%	Camera	%
Sony	55	Videocon	45	Nokia	78	Canon	60
Samsung	70	Sony	52	Samsung	75	Sony	55
L.G.	65	L.G	50	Sony	55	Philips	48
Videocon	52	Philips	55	L.G.	58	L.G	45
Average	61	Average	51	Average	67	Average	52

Source: - field study

### 10. Interpretation

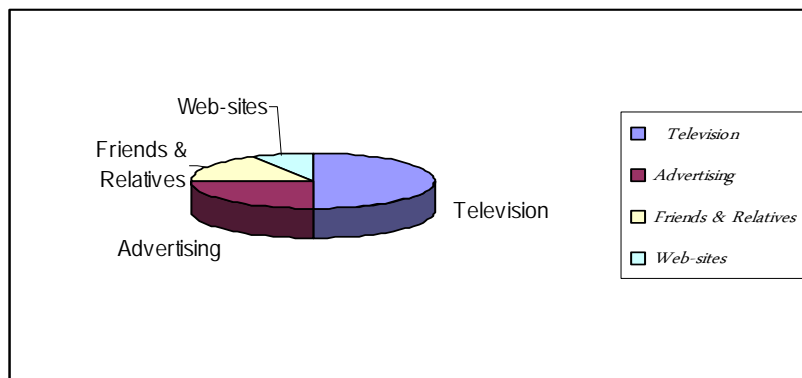
Table 1.1 shows the brand awareness among the respondent of rural areas. According to the table it is found that the average brand awareness in case of television is 61 percent and 51 percent in case of DVD/CD, 67 percent in case of cell phone and 52 percent in case of cameras.

### 11. Brand Preference in Rural markets of Rewari

Television			DVD/CD			Cell phone			Camera		
Category	W.Score	Rank	Category	W.Score	Rank	Category	W.Score	Rank	Category	W.Score	Rank
Samsung	7.3	1	Sony	6.7	1	Nokia	6.9	1	Canon	7.2	1
L.G	6.5	2	Philips	6.4	2	Samsung	6.5	2	Sony	6.8	2
Sony	6.2	3	Videocoin	6.1	3	Sony	6.2	3	Philips	6.3	3
Videocoin	5.9	4	L.G	5.7	4	L.G.	5.8	4	L.G	5.9	4

Factors	Percentage	Rank
Television	50%	1
Advertising	25%	2
Friends & Relatives	17%	3
Web-sites	8%	4

Source of Brand Preference



According to the table 1.2, it is concluded that in television category brand Samsung is on first rank, L.G. on second. Third is given to Sony and fourth to

Videocon by the sample respondents. In case of DVD/CD, Sony is on first rank, Philips is on second and Videocon is on third and L.G. is on fourth rank. In case of cell-phone, Nokia is given first rank, Samsung is on second and Sony is given third and L.G. is on fourth. In case of cameras Canon is given first rank, Sony is given second and Philips is given third and L.G. is given fourth rank by the sample respondents of the rural market. One interesting thing is found in the table is that in case of DVD/CD, Cell-phone and Cameras, L.G. is found at fourth rank?

## **12. Interpretation**

According to the table 1.3 and chart , it is clear that the 50 percent of the sample respondent are become aware from the television. Because television is a mode of both entertainment and promotion of goods. Advertising play an important role in making the brand popular. In this study 25 percent are become aware from advertisement. Friends and web-sites are also play an important role in brand awareness. 17 and 8 percent of sample respondent are become aware from these two sources.

## **13. Conclusion**

The brand awareness in rural areas particularly in respect of brown goods is showing an increasing tendency.( both in male and female). The rural people also prefer branded items of the brown goods. People are not giving too much focus on price if they are supplied branded products. They are spending higher amount when they can afford it and supplied branded products. There are some other reasons for spending higher, because people think that if they use branded products there status would be increase in the society. So this changes the attitude of the rural people to spend more on higher priced branded products of brown goods for instance like Sony and Samsung etc. At the end, for the marketer point of view it is concluded that the middle and higher income group of rural area are able to spend more on branded products. So by increasing the supply of these branded goods in rural areas will give more profits to the manufacturers of these products.

## **References**

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