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**IMPACT OF BRAND AWARENESS TOWARDS BROWN GOODS IN RURAL AND  
URBAN AREA MARKETS: A STUDY**

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*Abstract*

Brand Awareness is the degree to which a brand is perceived by potential clients and is accurately connected with a specific product. This research of Brown goods is durable goods. They are used for a long time. When a customer buys these kinds 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 product and about the brand of that product. In last seven- or eight-years rural market of India is showing an increasing tendency everywhere. It encourages the clients to comprehend to which product classification the specific brand has a place and what products are sold under the brand name. It likewise guarantees that the client knows which of their needs are fulfilled by the brand through its products. There is different dimension of brand awareness that requires diverse dimensions and blends of brand acknowledgment and review.

**1. OVERVIEW**

India has an increasingly affluent middle-class population that, on the back of rapid economic growth, has made the country's consumer electronics industry highly dynamic. The industry has been witnessing significant growth in recent years due to several factors, such as retail boom, growing disposable income and availability of easy finance schemes. But still, the consumer electronics goods, like refrigerators, microwave and washing machines have low penetration in the country, representing vast room for future growth. The report finds that since the penetration of several products like LEDs, Refrigerators, A/Cs are reaching saturation in the urban areas; the markets for these products are shifting to the semi- urban and rural areas. The report thoroughly analyzes the historic performance and future prospects, offering 4- year industry forecast, of following consume electronics products in Haryana:

Fast Moving Consumer Goods are products that are sold rapidly and at generally minimal effort. These fulfill the natural and everyday family unit needs other than grocery, going from bundled foodstuff, dairy products, cooking oil, bread, margarine, oats, refreshments like tea and espresso, pharmaceuticals, sweet shop, rolls, crystal, stationary things, watches, toiletries, cleansers, shampoos, healthy skin products, beautifying agents, toothpaste, dishwashing fluid, shaving cream, razor, batteries, shoe clean, caffeinated drinks, soda pops, dress, furnishings and family accomplices to electronic goods like mobile phones, PCs, PCs, computerized cameras and so on

that are typically ordered as Fast Moving Consumer Electronics (FMC's). India is a blended economy a legitimate blend of urban just as of rural market. Rural markets are a significant and growing market [1].

The rural market in India isn't a separate element in itself, and it is exceedingly affected by the sociological and conduct factors working in the nation. Rural markets offer tremendous development openings like undiscovered market, expansive populace, and colossal degree for infiltration .in the meantime this market represents a few difficulties too urban market is nearly coming to towards the immersion point, therefore there is a pressing need to concentrate on rural improvement.

Also, over 70% of India's populace lives in towns and constitutions a major market for the industry. At present Indian, FMCG division is worth Rs. One thousand three hundred billion and expected to be around an astounding estimation of Rs. 4000 to Rs. 6000 billion by 2020. Hereafter, FMCG and its nearest buddy Retail division, both are probably going to make the majority of the employment in India in the coming years basically in capacities like marketing, deals, publicizing, store network, coordination, HR, product bundling and improvement, money, tasks, general administration, directing, etc.

## **Brand**

Perhaps the most distinctive skills of professional marketers are their ability to create, maintain, enhance and protect brands in Rewari District. 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 satisfy the same need.

## **Brown Goods**

Brown goods are strong goods; they can make do for quite a while. Brown goods are the electronic hardware expected for regular use, frequently in stimulation and correspondence. In the public arena and business, electronics and machines speak to consumer goods that enable consumers to appreciate excitement or improve their lives. Brown goods speak to electronic things, for example, TVs, DVD players, sound systems, and home stimulation frameworks. An intriguing however straightforward history of these terms exists for these consumer goods. Brown goods get their name due to the customary TVs that had fake wood in Rewari District.

## **Brand Awareness**

Brand awareness alludes to the client capacity to review and perceive the brand under various conditions, utilizing memory relationship to connection to the brand name, logo, etc. It comprises of both brand acknowledgment and brand review. It encourages the clients to comprehend to which product classification the specific brand has a place and what products are

sold under the brand name. It likewise guarantees that the client knows which of their needs are fulfilled by the brand through its products. There are different dimension of brand awareness that requires diverse dimensions and blends of brand acknowledgment and review.

Top-of-mind is the objective of general organizations. Top-of-mind awareness happens when your brands are the thing that flies into a client mind when requested to name brands in a product class. Awareness happens when your brand isn't just top of the psyche to clients, yet also has particular characteristics that severe out to clients as improving it than other brands in your market in Rewari District.

## **2. TYPES OF BRANDS AWARENESS**

**Aided Awareness-** this type of awareness is generated in a consumer. When asked about a product category, if the consumer is aided with a list of company names and he recognizes the company from the given set it is categorized as aided awareness. **Top of the mind Awareness-** When the name of the company is automatically recollected because the consumer very promptly associates the brand with the product category, it is called a top of the mind awareness of the product.

### **Consumer preferences**

The underlying foundation of demand, therefore, is a model of how consumers behave. The individual consumer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for particular goods is in terms of the real opportunity cost to the consumer who purchases and consumes the good.

### **Brand Preferences of Rural Customers**

A huge proportion (69%) of India's population lives in rural villages. The impact of globalization is also felt in the lifestyle and spending pattern of rural India, where rural people started spending their discretionary incomes to FMCG goods like watches, mobile phones, two wheelers which result in the enormous market potential and growth in rural segment. The spending and consumption pattern of Indian has changed both in urban and rural.

### **Increase in income**

As highlighted by the graph above, the incomes for the relevant groups, i.e. low income and mass affluent is also on the rise signifying a greater purchasing power [2]. Rural consumers are upgrading from locally made substances to (e.g. sand mix for washing hands) to convenience products (e.g. soaps) which may be unbranded. This signifies an effort to move towards better and easy to use products. However, this change is only reflected in the buying patterns of the

younger sections of the family. The elders still prefer to use age-old natural solutions [3]. Several modes of communication, both conventional and unconventional, have made their way through the hinterlands of India. The rural consumers are today exposed to a variety of entertainment sources and other stimuli because of the extensive media reach and scope.

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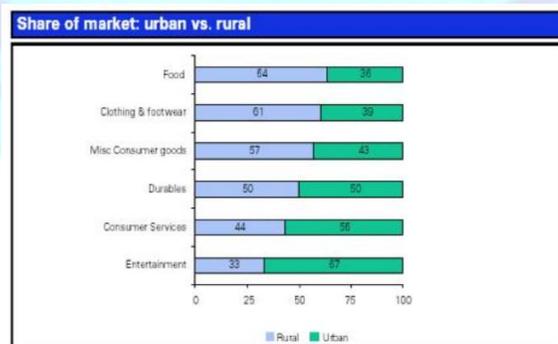
**Top of the mind awareness**

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They permit the consumers to rank these bundles of goods according to the levels of utility they give to the consumers [4]. Note that the preferences are independent of the income and price. Ability to purchase goods does not determine a consumer’s likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options. Hence, we can also say that Brand preference occurs on the basis of Company’s market value and quality preference, where as in Consumer Preference the Impact of brand is no having much Importance in Haryana.



**Figure 1.1: Share of market: Urban vs. Rural**

Rural income generation – Even if rural consumers do have the total month to month income to buy branded products, they tend not to have enough cash at one point of time to really make the buy of a thing. This is the reason in zones where branded products are accessible; they are frequently sold in free amounts since they fall into the available range. There is no huge contrast on income bunch disposition towards brand; consequently, we can reason that income does not influence the frame of mind towards brand. In this overview It has likewise been recognized that on brand choice there is no any details on age, sex or scholastic capability.

### **3. CONSUMER PURCHASE ATTITUDE-BEHAVIOR BROWN GOODS IN URBAN-RURAL WORKING**

We know that the Indian rural market comprises of numerous million consumers, practically 74% of the all-out market share for consumer goods. The rural consumer profile might be unique about that of their urban partners as far as instruction, income, occupation, reference gathering and media propensities. While the normal infiltration levels for consumer durables in India is very low, it is all the more so in the rural regions. There exists colossal inactive market hanging tight to be tapped in rural India with the correct product-value blend. There is a moving consumer inclination for durables for as far back as a decade with the flood of present-day technology.

The consumer purchasing inclinations are quickly changing and moving towards the top of the line most recent technology products with cultural assimilation. With expanding expendable incomes, the interest for the top of the line products, for example, ACs, Plasma and LCD TVs, Camcorders, and so on, has expanded significantly. The pattern has likewise been encouraged by the simple accessibility of account and pervasiveness of family units are prompting the development of top of the line classes, for example, LCD/Plasma/LED/3D HD CTVs. Expanding interest for the top of the line classes does not imply that the interest for the low-end classifications has evaporated as there is extensive interest for these classes in the rural and semi-urban territories.

Aside from these central point, improved infrastructural offices, increment in productivity in farming, extension of TV/satellite system, WWW and Land/Mobile interchanges, improved transportation vehicles and street/rail/water route offices, development of rural retail arrange, credit accessibility, banks/ATM centers/protection firms, courier benefits and changing way of life are sure different components which are in charge of the development of rural markets in Haryana[5].

#### **Rural Consumer**

It is found out that the rural consumer is less educated/open, preservationist/utility situated, cherishes customary values/genuine and clings to sociocultural traditions/rehearses, straightforward, brand faithful. Enthusiastic embraces reserve funds arranged a way of life; the

basic family leadership rests with the oldest male part as it were. They are careful, family cherishing ,moderate chiefs, lesser utilization of beautifying agents, preservationist, constrained learning limit/assessment ability, brand mindfulness lacking, bunch reaction subordinate, slower and little direness in way of life, enough time accessible to clutch conventional family values, reluctant, hard to access because of mental boundary/anxieties against outcasts and receives planned purchasing behaviors like complex purchasing with higher contribution as perceived hazard is higher and less imaginative to attempt demonstrated products as they were. They value delicate, searches for dependable products, heterogeneous in gathering on income and riches, and cherishes fund/credit office in buys, not brand faithful, restricted framework offices with expansive geographic area, hotter social availability and social ethnicity, lesser data scattering on products and celebration arranged buys regularly. Meeting technique most fit to inspire data. The rural consumers demonstrate certain particular attributes which make them not quite the same as urban consumers. The accompanying real attributes characterize the rural consumers:

### **Urban Consumer**

The urban segment of consumers dwell in the city/town habitat with lower family size, higher education level, internet savvy, communication tools intensive, innovative, modern –western styled, experienced, individualistic with time pressure, willingness to try/accept new/ fun and frolic based, easier access and receptivity, enjoyment lifestyle oriented, strong brand favor, eco-friendly, supports joint decisions, follows celebrity endorsement/entertainment oriented, value sensitive, more product attribute sensitive than brand loyalty, credit facility and technology type most important, brand switcher, greater role allotted for women, higher availability of products and affordability/income, risk taking and higher awareness, cognitive, loves luxury/brown goods more, health conscious, consumption friendly, global in outlook, innovative, liking for online shopping with Flipkart, Amazon, Myntra and E-banking and bills payments, E commerce/Online purchases, organized and premium brands/products of high tech type.

### **4. THE EFFECT OF BRAND EQUITY ON BUYING INTENTION OF ULTIMATE CONSUMER**

In the era of increasing globalization, competitiveness is an important issue among policy makers at different levels (country, industry and company) in different parts of the world[6]. In today world, the main asset of many organizations is the brand of that organization. Given the benefits that branding brings to organizations and consumers, this has been a matter of great interest from marketers. Today, the brand is not only an efficient tool in the hands of managers. Brand is a strategic requirement that helps organizations creates value for customers as well as creates sustainable competitive advantage. Successful brands increase trust in intangible products and services, and customers are able to visualize and better identify their services in Haryana.

### **Branding and brand equity**

Branding is a very practical strategy for differentiating between service and production industries. In today's world, companies and organizations not only seek to compete for the market products and services, but also make a great effort to bring about the convergence of

customer perceptions with themselves (product, brand, and company) [7]. Brand equity is a key issue in marketing. Contrary to the great attention to this concept, there is no general consensus on the measurement of this complicated and multifaceted structure. One of the reasons for this problem is various definitions.

## 5. CONCLUSION

The Organizational Survey (2011) examined by Economic Times about the products of markets, which incorporates washing cleansers, cleaning materials, food, and refreshments. According to the National Council of Applied Economic Research around 70 percent of Indians are living in rural towns, and this makes India a tremendous worldwide market. The two fundamental factors that decide the brand mindfulness, brand acknowledgment and brand recall [8]. The most affecting component for purchasing conduct is marketing blend (product, value, spot, and advancement) and financial elements (age, sexual orientation, conjugal status, family type, income, training level and occupation).

Brand awareness impacts brand picture; brand awareness helps in creating a picture of the product and services. The incomplete intervening effect of the brand picture on the relationship of brand awareness and customer buy expectation likewise acknowledged; Brand awareness helps in making psychological reasoning of the brand and has an indirect effect on customer buy goal within sight of the brand picture. Brand awareness and customer buy goal have a positive directed relationship within sight of arbiter brand picture. The exploration is constrained just to test gathered from the colleges in twin urban communities of Rawalpindi and Islamabad. Also, non-likelihood examining method was embraced which restricted the generalizability of the outcomes. Third, the factors have been contemplated in their all-encompassing structure disregarding the measurements, along these lines, future examinations can consider the components of the factors also for significant outcomes. The effect of e-WOM can be contemplated with the sham variable of sex as male and female have various perceptions and sentiment. Brand trust, brand loyalty and consumer obtaining force can think about as go-betweeners or mediators can likewise bring new experiences.

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