



DIGITAL BRAND AWARENESS AND USES IN RURAL SECTOR

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Abstract

In the past, a rural consumer had to go to a nearby town or city to buy a branded product since branded firms gave priority to urban markets. Large firms are now, however, finally acknowledging the relevance of rural markets due to the growing clout of rural consumers. India's rural market is currently seeing great growth as a result of the vastly increased purchasing power, expanding brand awareness, efficient media communication network, and changing customer demographics in rural areas. Numerous studies have demonstrated that the rural middle class is not only wealthier than the urban middle class, but it is also growing more swiftly. Another aspect speeding up this occurrence is the infrastructure connecting all four big urban regions via hundreds of municipalities. This helps companies reach the biggest distribution network feasible, reach regional markets, and challenge the ubiquitous attitudes and practises of rural consumers. This essay seeks to ascertain the level of brand awareness among those who live in rural areas.

Keywords: *Rural India, Growth, Household, Rural Market, Price-Sensitivity.*

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Introduction:

The level of general receptivity to various product marketplaces can be inferred from product awareness in the rural market. It does not reveal the breadth and depth of each company's marketing initiatives. Product awareness can be used to represent the general symptoms of the rural market, but it may not be able to diagnose or pinpoint the level of penetration that particular enterprises have achieved in the rural market. The information that can be gleaned from the market about brand awareness and use levels at the micro level is always

the most pertinent.

A brand is any name, word, sign, symbol, design, or combination thereof that is used to identify a company's product and set it apart from rival items. Typically, a brand is made up of a name, a mark, or a mnemonic. A brand name is a vocalised component of the brand. The final product of marketers would fall along a spectrum encompassing brand loyalty and brand recognition. Brand loyalty is a behavioural characteristic that can be accessed through a buyer's percentage of their purchases or frequency of purpose rates. If a



customer's first encounter with a product was positive, they are likely to respond by making another purchase.

If a company wants to succeed in the beginning, marketers typically keep establishing brand recognition as their primary goal. Marketers would use all of their resources as the brand gained recognition to help it become accepted. The ultimate objective for a marketer is to build brand loyalty in the marketplace because this offers protection from the competition and promotes stable and quick business growth.

There are two distinct parts to brand power. The first gauges how well-known a brand is among consumers. The consumer's perception of the brand is the other, key component of brand power. Its popularity throughout time, untouched by competing brands, capacity to charge a premium price, differentiation from the competition, consumer level of trust, and perceived indispensability are the qualities of attitude it reflects.

Building a brand is essential since in this case, customer pull and dealer push are both important factors in success. The supply push approach is outdated. In the economy of today, customers ask for products by brand name. So you have to make consciousness if you desire your products to do well.

Things had never been this way before, especially in the 1970s when the market was dominated by a small number of well-known brands like Colgate, Surf, Nescafe, Chinthol, and Tata Hair Oil. This was the ideal time for oligopolistic producers, but in the 1980s the market was flooded with a flurry of new goods. The powerful yet distinctive brands were

replaced by a simple brand proliferation.

This flood was brought on by deliberate specialised marketing and the application of advertising techniques. According to a research by the operations Research Group, the number of brands launched in some product categories over the past five years has nearly tripled. Consider the softly packed consumer case. There were 31 brands available in the market in 1985. The year 1990 is now on the list. Old-timers like Lipton and Brookes Bond handled and sold Green Label during this time, but some home-brewed brands, including Duncans and Tata Tea, kept doing well.

Making brands unique, recognisable, and distinctive while avoiding the use of generic phrases will likely be the biggest difficulty in India. Since products are frequently imitated, businesses must consider how to distinguish their brand. This can entail adding new services and value-added features.

Objectives:

1. To study the brand Awareness of rural people
2. To analyze the effect of brand on the purchase pattern of Rural population
3. To find the use of Branded products of rural population

Review of Literature:

Rural customers are not only aware of branded products; they also buy a wide range of them. This study found that rural consumers are open to purchasing a range of goods and brands provided their prices are reduced in the future. The most significant component was discovered to be income, followed by occupation and education. One of the most significant rural purchasing criteria is caste.

Kumar & Singh, 2008; Kumar & Singh, 2013).



India is becoming a country where brands are becoming more and more important. The youth in rural areas do not skimp on the quality of branded goods and are even willing to pay higher rates for them. The purchasing habits of rural consumers are significantly influenced by the brand ambassador they choose. (Nain & Kumar, 2009).

Roy and Banerjee (2008) According to a study, a brand recognises and sets apart an offer from those of the rivals. It can take the form of a name, sign, symbol, design, or any combination of these. A brand is something that marketers create for consumers. It is what customers desire to purchase. Researchers consider the components of a brand from brand identity and brand image, two major perspectives, as a result of these two divergent poles of thought.

Ross and Harradine (2004) found that brand awareness increases with age and starts to manifest itself at a young age. Parents expressed their worries about the consequences of branding, and differences in how their children and parents view brands were found.

(Temporal, 2000). A potential customer's capacity to identify or recall that a brand belongs to a specific product category is known as brand awareness. There is a connection between brand and product category.

Data Analysis:

The utilisation of a brand reveals a market's potential, both now and in the future. The use of brands can be used to estimate the rate of market penetration in general. We used the two paradigms of brand awareness and use in the current study and information from the sample represents. The primary goal of the study is to identify the gaps in

the rural market and present alternative strategies to be adopted by marketers of different product categories, i.e., different consumer durables and agricultural products as presented below product categories, viz., consumer durables, agricultural products, and awareness and use in the rural market are presented across different product groups.

S. No.	Consumer durables	Agricultural products
1	Television	Electric Motors
2	Clothing	Fertilizers
3	Cell phones	Pesticides

Consumer Durables:

Consumer durable goods are tangible items that retain their value or do not degrade even after frequent use. The respondents were questioned about their brand awareness in relation to the products we've chosen for this investigation. Since it was an unaided recall, the popularity and awareness that the various brands have attained in the rural market are fairly accurately represented. Responses were gathered for several brands about utilisation.

T.V.s, apparel, and cell phones were researched under the area of consumer durables. For non-durables, tea powder, soaps, and detergents were selected. For agricultural products, electric motors, fertilisers, and pesticides were studied. These products were chosen in part because of the fierce competition in the market for them and the considerable marketing initiatives taken by various product marketers to win over the rural market. Without mentioning agricultural items, it stands to reason that a research of rural marketing would be inadequate. For this reason, this study includes the top three products in this area.



Television:

It is now proposed to present brand awareness and use of T.V. in India the estimated number of TV sets in use.

Brand	Awareness				Used			
	Lower Income	Middle Income	Higher Income	Total	Lower Income	Middle Income	Higher Income	Total
LG	12.19	41.23	60.18	36.81	0	2.6	5.5	2.6
Samsung	22.76	39.02	62.96	41.73	4.8	8.7	12.96	8.69
Sony	15.44	39.02	64.81	39.71	4.06	5.26	9.25	6.08
Sansui	9.75	28.07	49.07	28.11	1.62	4.38	4.62	3.47
One Plus	13	35.77	58.383	35.65	2.43	3.5	5.55	3.76
Toshiba	3.5	26.31	37.03	22.6	0.08	2.6	1.85	1.73
Panasonic	4.87	14.03	35.18	17.39	0	0.87	0	0.02
Mi TV	4.06	17.54	37.03	18.44	0	1.75	3.7	1.74
Panasonic	13	43.85	64.81	42.31	4.87	7089	9.26	7.25
TCL	2.4	0		0	2.44	3.5	4.62	3.48
Total					21.13	41.22	57.4	39.13

The aforementioned table shows that, for TVs, consumers across the board have shown awareness of ten brands, even though this represents only roughly 20% of the total brands on the market. It was shown that online consumers are quite conscious of brands with significant market share. With 21.13 percent, LG came in first, followed by Samsung, Sony, etc. Thus, it should be mentioned that consumers are aware of these businesses' position in the marketplace. A number of huge variations in income levels across the board. Lower income groups were shown to have a larger percentage of brand awareness for Samsung, LG, and Sansui. In terms of brand awareness, it was discovered that the middle and upper income groups were generally similar to one another. According to the report, consumers in the upper income bracket are most familiar with the Samsung and LG brands.

The lower income group, however, has not been able to benefit from it. The table demonstrates how little brand awareness was generated by unadvertised products, particularly in the rural market.

The goal of a marketer is not to raise awareness alone. In the end, what matters is how a brand is used or sold. The responses to brand awareness questions can be mutually inclusive because it is possible for a customer to be familiar with multiple brands, yet the user percentage, when summed, would reveal the overall market penetration of that product. Both sets of data are pertinent and helpful to marketers. Overall, the research demonstrates a favourable correlation between awareness and use.

Clothing: Though menswear is becoming more popular in terms of branding, certain marketers have recently succeeded in spreading their messaging



across the entire nation, especially in the urban market. The rural market has demonstrated tendencies of awareness toward the most well-known clothing brands for men. However, there is significantly less awareness of this in terms of degree and severity. We discover that only a small fraction of customers in the lower income bracket

are familiar with the brand of this product, and consumers in the middle income bracket are likewise not as knowledgeable about it as they are about TVs. Once more, the group with higher incomes has demonstrated a high level of awareness for this product.

Brand Awareness Anduse of Clothing

Brand	Awareness				Used			
	Lower Income	Middle Income	Higher Income	Total	Lower Income	Middle Income	Higher Income	Total
Raymonds	8.13	22.81	37.03	22.03	1.62	3.51	5.55	3.48
Vimal	11.38	29.82	38.88	26.08	3.25	5.26	7.41	5.21
Binny	13.01	36.84	41.66	31.3	3.86	3.51	4.63	4.06
Siyarams	1.6	8.77	14.8	8.11	0	0	0	0
Jiyajee	1.6	8.77	14.81	8.11	0	0	0	0
S.Kumars	4.8	10.52	19.44	11.3	0	0	0	0
Digjam	2.43	14.02	18.51	11.3	0	0	1.85	0.58
Gwalior	3.2	17.54	23.15	14.2	0	1.75	2.77	1.45
Others	0	0	0	0	91.05	85.96	62.96	85.21
Total					100	100	100	100

The survey shows that the lower and middle income groups have relatively little knowledge of clothes brand names. Interestingly, an old brand, Binny, came out on top among the several brands that the sample respondents could recollect, followed by Vimal and Raymond's.

In terms of use, it can be said that brand penetration was found to be quite small; the proportion of users of a specific brand was hardly 20%. The use of the brands and their popularity are often low. The needs of the rural market, which are somewhat different from those of the urban market, call for an averagely priced yet distinctively branded men's clothes.

Thus, the data shows that there have been signs of improvement in the rural market's brand awareness

of consumer durables. However, the rural sector lags the urban market significantly when it comes to use. Given its enormous size, it could be argued that over time, the rural market presents a plethora of options for Indian marketers.

Agricultural Product:

Agriculture-related goods are producer items that are only used by farmers. Pesticides, fertilisers, and electric motors were chosen as the study's product categories. The accompanying table shows that brand recognition for all agricultural products is quite positive.



Brand awareness and use of Electric Motors

Brand	Awareness				Used			
	Lower Income	Middle Income	Higher Income	Total	Lower Income	Middle Income	Higher Income	Total
Ellen	65.04	75.43	85.18	72.88	34.15	63.16	74.07	56.23
Mahindra	45.52	61.4	81.48	57.62	26.02	50.88	61.11	45.22
Suguna	34.14	57.89	75.92	53.67	9.76	35.09	53.7	31.88
Crompton	39.02	54.38	70	52.54	13.01	49.12	57.41	38.84
Regal	37.39	50.87	54.62	46.04	11.38	31.58	37.02	26.09
Texmo	17.88	33.33	37.03	28.24	6.5	22.81	25.92	17.97
Vijaya	13	28.07	38.88	25.42	4.88	10.52	18.52	11.01
Total					26.01	53.5	73.14	49.85

One distinctive quality of the brand awareness of Electric Motors is that, overall, among the eight brands that people can recall, the awareness levels are not greatly dissimilar. Electric motor brand Suguna was found to have the highest awareness, followed by Mahindra and Crompton.

When comparing the position from an income standpoint, it is comparable. Although the lower income groups' knowledge levels were determined to be fairly high, they had very low usage percentages. The respondents' explanations include the following: First, given their limited land holdings, they don't need to there is a cost issue with the electric motor as well. However, the percentage of consumers for this product from both medium and upper income categories is only at most 60%, and when compared to the entire sample, it is barely 50%. The former finding that a brand with the highest awareness also attracted the most users is supported in this instance as well. Suguna and Mahindra topped the list, respectively.

Fertilizers:

As anticipated, a significantly higher level of awareness of fertilisers was discovered. A few goods, like fertilisers and insecticides, are only consumed by those living in rural areas. In India, the consumption of fertilisers has grown. Since supply has not kept up with demand, we must import fertilisers. The size of the fertiliser business must increase in order to adequately satisfy domestic demand for nitrogenous and phosphate fertilisers. India had one of the lowest per-hectare consumption rates in the world despite the enormous increase in consumption, and there is still a critical need to increase consumption. According to the survey, there are minor variations in fertiliser use and awareness across various populations.

The consumers in rural areas are aware of the various brands sold in the marketplace. They were able to name practically all of the well-known brands, with Gromore topping the list. An analysis of revenue shows that there aren't many significant



variations between awareness of fertilisers as a whole and awareness of the three products included in the study. The useful finding from the table is that the majority of customers are using many brands in this situation, with the percentage of users among

those who are informed being highest.

The table shows that Gromore, who placed first in terms of awareness by keeping a respectable distance from Swastik, was the most popular user, whereas the use is worried they go intimately.

Brand	Awareness				Used			
	Lower Income	Middle Income	Higher Income	Total	Lower Income	Middle Income	Higher Income	Total
Gromore/ Coromondel	65.04	75.43	85.18	72.88	34.15	63.16	74.07	56.23
Swastik	45.52	61.4	81.48	57.62	26.02	50.88	61.11	45.22
Godavari	34.14	57.89	75.92	53.67	9.76	35.09	53.7	31.88
Nagarjuna	39.02	54.38	70	52.54	13.01	49.12	57.41	38.84
SPIC	37.39	50.87	54.62	46.04	11.38	31.58	37.02	26.09
FACT	17.88	33.33	37.03	28.24	6.5	22.81	25.92	17.97
IFFCO	13	28.07	38.88	25.42	4.88	10.52	18.52	11.01
Others	0	0	0	0	18	22.5	20.6	20.36

The aforementioned table makes it evident that Godavari and Nagarjuna are not far behind Gromore and Swastik in terms of usage. In the same way that urban customers are more mature when it comes to consumer goods, rural consumers are more mature when it comes to fertilisers. In this situation, it may be argued that good positioning techniques would work well for this product's market, and a successful sales promotion programme to sway the rural market in favour of a certain brand might be very helpful.

Pesticides:

As can be seen from the table above, brand recognition for pesticides is declining relative to fertilisers. Endrin is one brand that has maintained

noticeable variances between income levels, it was its popularity in the rural market. In that there were noted that the awareness across them varied quite a bit. For instance, 63 percent of consumers with higher incomes were aware of the brand Democrom. While just 15% of those in the lower income bracket are informed, 47 percent of people are users overall. Endrin was the most popular brand among those that were recalled, followed by Monocrotopos, Rogor, and Nuvacron. Similar levels of popularity were enjoyed by all the other brands. Thus, the market for pesticides depicts a situation where a market leader is followed by a challenger, and the remaining market share is held by a number of other brands. Overall, the proportion of pesticide users in the lower income category was a little lower.



Brand awareness and use of Pesticides

Brand	Awareness				Used			
	Lower Income	Middle Income	Higher Income	Total	Lower Income	Middle Income	Higher Income	Total
Nuvacron	17.88	35.08	52.63	35.36	1.63	8.77	20.37	9.85
Democron	14.63	31.57	63.15	36.52	2.44	7.02	16.67	8.4
BHC	32.52	54.38	70.17	52.75	9.76	9.65	19.44	12.46
Monocrotopos	17.88	47.36	54.38	40		7.89	18.52	8.4
Ecolex	88.13	31.57	40.35	26.66		5.26	14.81	6.38
Endrin	40.65	70.17	78.94	63.76	24.39	36.84	46.29	55.36
Rogor	13	28.07	36.84	20.28	6.5	8.77	14.81	9.85
Others	0	0	0	0	28.45	26.12	16.45	23.67

Conclusion:

Understanding the market in terms of awareness and use is a reasonable place to start when conducting the exercise related to market assessment. Greater awareness conceptually suggests that the market is informed, and use conceptually implies rate of acceptance. The difference between brand awareness and use needs to be properly clarified. For two product categories, consumer durables and agriculture products, the two variables brand awareness and use are categorised and examined. The study's key finding was that whereas TV brands that did not receive any advertising commanded low awareness, consumers' awareness of brands with high market shares was shown to be high.

According to the study, there is a strong correlation between brand awareness and use. The top three brands in terms of brand recognition were LG, Samsung, and Sony. These three brands also had the lion's share of the market in terms of usage.

Men's apparel brands had poor brand recognition in the rural market, while most had strong recognition among middle- and upper-class consumers. Binny,

Vimal, and Raymonds had the highest recognition and use rates.

Electric motors, fertiliser, and insecticides were chosen as the agricultural items for the study. Brand recognition for all agricultural products was discovered to be mostly positive, as expected. The awareness levels for the eight brands of electric motors that consumers have remembered showed little variation. In terms of brand awareness for electric motors, Suguna was determined to have the highest level, followed by Mahindra and Crompton. As anticipated, a higher level of awareness of fertilisers was discovered. The consumers in rural areas were aware of the various brands sold in the marketplace. They recalled nearly all of the well-known brands. Surprisingly, Gromore came in first place. When compared to fertilisers, brand awareness is less prevalent when it comes to pesticides. Endrin is one brand, nevertheless, that has remained well-liked in the rural market. Thus, the pesticides market shows a scenario with a market leader, a challenger, and a variety of brands sharing the remaining market share. Overall, there



were somewhat fewer pesticide users in the lower income category.

Thus, the data shows that the rural market has begun to improve in terms of consumer durable brand awareness. However, the rural sector still lags far of use. Given its enormous size, it is possible to say that it is possible to say that over time, the rural market gives the Indian marketers a wide range of opportunities.

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