

Reach of Local and Global Brands of Television in Rural Market

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ABSTRACT

The present study was focused on to get an insight into brand aspirations and possession pattern of rural consumers towards selected durable products. The data was collected from the two districts of Haryana i.e. Hisar and Kaithal which were chosen from Ambala and Hisar administration zone of Haryana made by Govt. From the selected districts two villages were chosen on the basis of distance from city, one of 10-15 km away from the city and another was 30 km. 30 samples were taken from each village. The data was collected by interviewing the head of the family or main decision maker of the family regarding durable products. A total of 150 households were visited, out of which 110 were found fit for the study. The present study is confined to TV. It shows that 85.5% of families in rural area are having television sets in their homes. LG came out to be the most preferred television brand among rural families followed by Samsung, Texla and Videocon. Which infer that rural consumers are buying brands of market leader of television industry? They preferred the quality and durability while buying television which came out at the time of enquiring with respondents. Samsung was possessed by 11.8% of rural families followed by Texla 11.8%, Videocon 9.1%, Onida 6.5%, BPL 4.5%, Futak 3.6% and others. Table shows that not only the big brands of television but local and regional brands also made entry in market and made dent in the market share of global companies. Study also shows that only 85% of the rural families are having television at their home so the opportunities are there and the companies should try to tap the untapped market.

Key Words:

Rural Consumer, families, rural market.

INTRODUCTION:

India is second largest population country in world in which more than 70% of the people living in rural area. Rural area means the territory which is governed by Panchayati raj. Rural market is not all about low price point and PR building. With penetration of TV advertisement and other informative media, the awareness level of rural people is increasing gradually. The urban markets got saturated with products and brands which

forced marketers to turn towards rural markets (Nain and Kumar, 2009). According to Mckinsey survey 2007, rural India, with population of 627 million would become larger than the total population of consumer markets in countries like South Korea or Canada in coming 20 years. There are 6, 00,000 villages in India comprising of 16, 60, 00,000 households, earning 1, 14,458 rupees annually. Ruralites save 30,663 rupees and spend 83,735 rupees per year. Monthly per capita expenditure in rural Haryana in 2009-10 was approximately 1510 rupees. (Datta et al., 2012-2013). It indicates that on an average 7500 rupees are spent per month by a rural family in Haryana. Consumption in rural India is on rise as more than 80% of FMCG categories are growing faster in rural India as compared to urban India. This speaks of the potential that rural market have.

The Indian Television industry dominated the Media and Entertainment landscape in India, growing at 12.5 per cent in 2012 and account for Rs 370 billion (US\$ 6.81 billion). The television industry in India is expected to grow at a CAGR of 17 per cent over 2011-16, will reach Rupees 735 billion in 2016. Television penetration is only around 60% in India which provides great potential for TV industry. The overall size of the television industry in India, combining advertising and subscription revenues, will touch Rs.42,000 crores this year, a growth of 10.52% over 2011 when it stood at around Rs. 38,000 crore (<http://www.indianmirror.com/indian-industries/2013/television-2013.html>)

REVIEW OF LITERATURE:

India is increasingly getting more and more conscious of brands. The rural youth does not compromise for the quality of branded items and even prepared to pay more prices for the branded product. The choice of brand ambassador has a very significant effect on the purchase behaviour of rural consumer (Nain & Kumar, 2009). Rural consumers in Haryana not only aware of branded products rather they purchase variety of branded products and concluded that rural consumers are willing to buy a variety of products and brands if their prices are lowered in future. Income was found to be the most important factor followed by education, occupation. Caste is one of the most important factors in rural Haryana affecting purchase

decision of rural consumers (Kumar & Bishnoi, 2007; Kumar & Singh, 2008; Kumar & Singh, 2013). Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved (Aaker, 1991). A successful brand aims to develop a high-quality relationship, in which customers feel a sense of commitment and belonging (Chernatony & McDonald, 1998). Image is a product of people's perceptions, which is the way in which people think about brand (Temporal, 2000). Roy and Banerjee (2008) study found that a brand identifies and differentiates an offer from those of the competitors. It is a name or a sign or a symbol or a design or any combination of these. For marketers, a brand is what they make for the consumers. For consumers, it is what they want to buy. These two different poles of understanding lead researchers to think about the ingredients of a brand from two major angles: brand identity and brand image. Ross and Harradine (2004) found that brand recognition commences at an early age with older age groups having greater brand awareness. Differences in the perceptions of parents and their children towards brands were identified, with parents expressing their concerns over the effects of branding.

OBJECTIVES OF THE STUDY:

The study was conducted to look into reach of local and regional brands of selected durable products in rural market of Haryana with specific objectives:

1. To study the brand possession of Television in rural Haryana;
2. To find out the presence of local and global brands of television.

RESEARCH METHODOLOGY:

The present study was focused on to get an insight into brand aspirations and possession pattern of rural consumers towards selected durable products. The data was collected from the two districts of Haryana i.e. Hisar and Kaithal which were chosen from Ambala and Hisar administration zone of Haryana made by Govt. From the selected districts two villages were chosen on the basis of distance from city, one of 10-15 km away from the city and another was 30 km. 30 samples were taken from each village. The data was collected by interviewing the head of the family or main decision maker of the family regarding durable products. A total of 150 households were visited, out of which 110 were found fit for the study. The present study is confined to TV.

RESULTS AND DISCUSSION:

Brand Possession of Television in Rural families: table 1 and 1 A depicts the brand possession of television in

rural families. It shows that 85.5% of families in rural area are having television sets in their homes. LG came out to be the most preferred television brand among rural families followed by Samsung, Texla and Videocon. Which infer that rural consumers are buying brands of market leader of television industry? They preferred the quality and durability while buying television which came out at the time of enquiring with respondents.

Table 1: TV in Rural families

TV in Family	Frequency	Percent
yes	94	85.5
No	16	14.5
Total	110	100.0

(Source Primary Data)

Table 1a: Brand of Television possessed by rural families

Brands of television	Frequency	Percent
LG	22	20.0
Samsung	13	11.8
Texla	13	11.8
Videocon	10	9.1
Onida	7	6.5
BPL	5	4.5
Fuetak	4	3.6
Philips	2	1.8
Sansui	3	2.7
T series	2	1.8
Toshiba	1	.9
Buch	1	.9
Others	8	7.3
No TV in family	19	17.3
Total	110	100.0

As per table 1a LG is the most possessed brand of television as 20% of the families have it in their family. Samsung was possessed by 11.8% of rural families followed by Texla 11.8%, Videocon 9.1%, Onida 6.5%, BPL 4.5%, Futak 3.6% and others. Table shows that not only the big brands of television but local and regional brands also made entry in market and made dent in the market share of global companies. Study also shows that only 85% of the rural families are having television at their home so the opportunities are there and the companies should try to tap the untapped market.

CONCLUSION:

Study shows that 15% of the families in rural area are not having television which speaks of the potential that rural market is having for TV companies. It shows the presence of global and regional brands of television in rural market. LG was found to be the most possessed brand of television followed by Samsung, Texla, Videocon, Onida, BPL and

others. So the LG came out to be the most preferred brand of television but slowly the market share of Samsung is increasing. The regional and local brands are also having a big share in television industry and especially in rural market wherein the real and potential buyer is price sensitive. In rural market buyer are more of price and quality seeking that's why big brands also introduces the small sets of television in less price. It was found that rural consumer is now more aware about brands and other related features which came out while enquiring with respondents. Thus while formulating marketing and promotional strategies the marketers should read the mind set of consumers like why they prefer the particular brands, what features they seek in TV while buying.

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