
CUSTOMER SATISFACTION AND RURAL CONSUMER: A STUDY WITH FAST MOVING CONSUMER GOODS (FMCG)

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Abstract: *From the beginning of the “customer service revolution” almost 30 years ago, a body of business research has focused on customer satisfaction. Many marketers, business consultants and others have worked to identify the characteristics of organizations that consistently give pleasure to their customers and to build up apparatus for monitoring customer satisfaction. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Marketers monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and take the efforts to make their customers delight and see customer satisfaction as the key to survival and profit. The right combination of marketing mix meets the customer expectations and provides customer value. With a population of more than 1 billion people, India is an important market for FMCG players. During 1950's to 1980's, there was low investment in the sector as the purchasing power was low. Post liberalization the scenario has changed with entry of the MNCs into the country and the focus shifted from the urban to the rural areas. With the rapidly growing economy, rising disposable income, changing consumer expenditure pattern and upper shifting of class of number of families, the Indian consumer market is set to take a big leap. The right combination of marketing mix meets the customer expectations and provides superior value. This article attempts to study the problems occurring in consumer satisfaction in relation to marketing mix, on the basis of which required level of consumer satisfaction being affected on FMCG products in Sangli district.*

Keywords: *Consumer, Value, Satisfaction, Marketing mix, Strategy.*

INTRODUCTION

With a population of more than 1 billion people, India is an important market for FMCG players. During 1950's to 1980's, there was low investment in the sector as the purchasing

power was low. The existing companies were purely focused on the urban areas. However, post liberalization the scenario has changed with marking the entry of the MNCs into the country and the focus shifted from the urban to the rural areas. Also, the government had put a lot of efforts on the development of the small-scale sector. With the rapidly growing economy, rising disposable income, changing consumer expenditure pattern and upper shifting of class of number of families, the Indian consumer market is set to take a big leap. The rising aspiration levels, increase in spending power has led to a change in the consumption pattern. This would unleash a latent demand with more money and a new mindset. With growing incomes, the consumer goods market potential is expected to expand further. Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables people buy at regular intervals. In India, FMCG sector consists of three product categories -*Household Care, Personal Care and Food & Beverage*, each with its own hosts of products that have relatively quick turnover and low costs.

From the beginning of the “customer service revolution” almost 30 years ago, a body of business research has focused on customer satisfaction. Many marketers, business consultants and others have worked to identify the characteristics of organizations that consistently give pleasure to their customers and to build up apparatus for monitoring customer satisfaction. Although greater profit is the primary motive, exemplary businesses focus on the customer and his/her experience with the organization. The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. It can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. It is based on the customer's experience of both contacts with the organization and personal outcomes. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Marketer takes the efforts to make their customers delight and see customer satisfaction as the key to survival and profit. Marketers monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. By providing superior value require the organization to do a better job of anticipating and reaching to the customer needs than the competitor. The right combination of marketing mix meets the customer expectations and provides customer value.

The basic belief of any FMCG oriented company is that the customer is whole and soul, and the hub around which the business revolves. Therefore, understanding what makes customer in general buy and what makes your customer in particular buy is a vital part of business success. It means in ever changing market environment, there is a growing concern or awareness among marketers to go for careful study of the consumer around which all marketing activities are made. Consumer's reactions to the marketing strategy determine the organization success or failure. In the competitive environment organization can survive only by offering more customer value.

This research study attempts to study the problems occurring in consumer satisfaction in relation to marketing mix, on the basis of which required level of consumer satisfaction being affected on FMCG products in Sangli district. The various problems are lack of product flexibility and features, be deficient in price flexibility, lack of promotional activities and information, problem faced by consumer in availability of goods, conduct of retailer and sales people towards customer and malpractices. This study is carried out with the following objectives -

- i) To study the factors influencing to consumer satisfaction.
- ii) To study the impact of product in relation to consumer satisfaction.
- iii) To study the price impact in relation to consumer satisfaction.
- iv) To study the impact of promotional activities in relation to consumer satisfaction.
- v) To study the role of place in consumer satisfaction.
- vi) To evaluate the impact of extended 3Ps consumer satisfaction.

REVIEW OF LITERATURE & THEORETICAL FRAMEWORK:

Review of Literature:

A review of literature is important and helpful as a background for the research work undertaken. A summarized literature review is as follows:-

According National Council for Applied Economic Research (NCAER), the income of the average villager is rising. Recession is hardly possible in rural India. Also, rural education levels are rising because the efforts to the states. The rural markets remain untapped because of three D's: distance, diversity and dispersion. Babaria & Dharod (2009) observed that people are becoming conscious about health and hygienic. There is a change in the mindset of the Consumer and now looking at "Money for Value" rather than "Value for Money".

Consumers are switching from economy to premium product. Because of changing lifestyles, rising disposable income and such factors, the willingness has been seen in consumers to move to evolved products/brands. The most important thing to tap such markets is the changing level of the consumer behavior and their satisfaction at every step. The satisfaction is typically measured as an overall feeling or as satisfaction with elements of the transaction in terms of its ability to meet customers' needs and expectations (Fornell & Bitner 1992). Customer delight is as the capacity to provide the satisfaction with experience that transcends normal standards of quality service(Lynch 1993). But as point out by Anderson (1994), customer satisfaction is an indicator to product or service, offered during the purchase and repeat purchase period. It is largely influenced by perceived value of the product or service that the customer experiences while purchasing and consuming product or service.

In recent days consumer in India is at the point where there is a multiplicative effect of income growth aspiration to consume and change consumption friendly ideology. In the view of the above Chairman, Federation of Indian Chamber of Commerce & Industry(FICCI) has stated that the rural markets have been a vital source of growth for most companies. He reveals that despite the hurdles that the rural economy presents, corporate-rural partnership can overcome these and bring about positive results for both the entities. Partnership needs to extend beyond agribusiness (Jiwarjka, 2004). The Indian rural market with its changing business environment and demand offers a huge opportunity for investment. So the companies modify their strategies with the structural change in organization. The Fast moving consumer goods (FMCG) companies are implemented organizational structures designed to integrate retailer-focused sales and brand-focused marketing departments. (Dewsnap & Jobber 2003).

Theoretical Framework (Model) of the Study:

In the present situation of the marketing practices, the study of consumer pre and post purchase behavior i.e. consumer satisfaction is an effective instrument to improve the success and performance of any organization. As Henry Ford has rightly said, "If there is any secret of success, it lies in the ability to get the other persons point of view and see things from his angle." Every marketer today is engaged in working towards satisfying every consumer for; they have realized that, while marketing is a core element of management philosophy, its success lies in focusing more on satisfying the needs of their customer.

To improve the level of satisfaction of consumer and develop the various strategies, a theoretical framework (Model) has been designed based on the following variables - Product, Price, Place, Promotion, Physical Evidence, People, Process (Independent) and Satisfaction (Dependent).

Consumer Satisfaction & 7Ps:

The Firms are using marketing mix i.e. 7 Ps in various ways to meet the need of customer. These 7Ps added value to the final product which will lead to delight the customer.

i) Product: Can be anything offered to market for attention, acquisition, use and consumption that might satisfy a need or want. It is key element in the overall market offering. Marketing mix planning begins with formulating an offer that brings value to the customers. This offering become the basis upon which the companies satisfy and builds profitable relationship with customer. Today, as products become more commoditized, many organizations are moving to a new level in creating customer value for their customers. To differentiate their offers, beyond simply making products and delivering services, they are creating value and managing customer experiences with their product.

ii) Price: Price is the only element in the marketing mix that produces revenue, all other elements represents costs. It is the amount of money charged for a product. It is also consider as the sum of the values that consumer exchange for the benefits of having or using the product. Historically, price has been the major factor affecting buyer choice. In recent days non-price factors have gained increase importance. Some of organizations view pricing as a big headache and do not handle pricing well. Reducing price unnecessarily can lead to lost profit and damaging price war. The smart organizations treat pricing as a key strategic tool for creating and capturing customer value.

iii) Place: A set of interdependent organizations that help make a product available for use and consumption by consumer or user. Most of use intermediaries to bring their products to market. From the economic systems point of view, the role of marketing intermediaries is to transform the assortments of product made by producers into the assortments wanted by consumers. The making products available to consumers, channel members add value by bridging the major time, place and possession gap that separate goods from those who would use them. Marketing channel decisions directly affect every other marketing decision, and increase cost. Many organizations have used imaginative distribution system to gain a competitive advantage.

iv) Promotion: Promotion is not a single tool but rather a mix of several tools. Under the concept of integrated marketing communication, the company should carefully coordinate these promotion elements to deliver a clear, consistent and compelling message about organization and its product. It is crucial element in organizations' efforts to build profitable customer relationship. Building good customer relationships not only cause developing a good product, attractive pricing, making it available but also communicate their value propositions to customers. Organizations need to do more than just create customer value. They must also use promotion to clearly and persuasively communicate that value.

v) People: It is considering all the members who participating in creation of product to delivering it to consumer, including organizations employees, intermediaries, sales persons etc. The organizations members have play an important role to deliver satisfactory services to customer. The member of organization should be developed to deliver the quality dimensions i.e. reliability, assurance and responsiveness. People should be considered as most useful manpower available to any organization and effective utilization can directly improve organizations performance, in term of revenue, profitability and above all customer satisfaction.

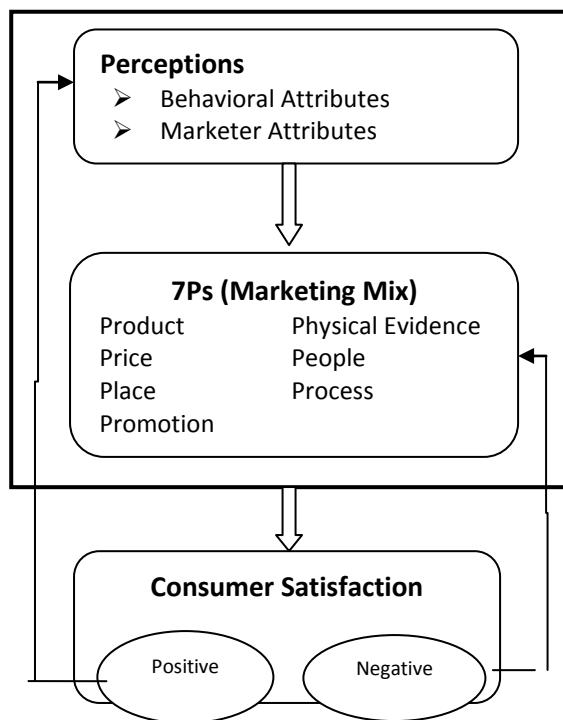
vi) Physical Evidence: Physical evidence in its many forms will help the potential customer to evaluate the product offering. Often customer evaluates the product on physical evidence before it purchase. The customer overall judgment of quality of product can be an evaluation of both the process and the outcome compared with the customers own expectations and desired benefits. Consumer impression of quality will always be subjective and based on their individual perception of the physical evidence and other elements of the product offering. Physical evidence play important role in enhancing customer's perception.

vii) Process: Process is the way of undertaking transactions, supplying information and providing serves on a way which is acceptable to the consumer and effective to the organization. In organizations, the system by which customer receive, delivery response constitutes the process. Though the consumer remain the part of the product delivery throughout, but his or her involvement from pre to post consumption stage is not commonly practiced. Introducing a real beneficial process, which needs to be a systematic understanding the customers wants and patterns of behavior. While designing a process, the designer has to maintain a balance between functionality, security, aesthetics and ease of use by customer. The process of adding value or utility to system input and to create outputs which are useful for the customers.

Through the study of review of literature and theoretical framework the following research hypothesis has emerges:

- i) There is significant relation between product and consumer satisfaction.
- ii) There is significant relation between price and consumer satisfaction.
- iii) The promotional activity influences the level of consumer satisfaction.
- iv) The place influences the level of consumer satisfaction.
- v) There is significant relation between the physical evidence and consumer satisfaction.
- vi) There is significant relation between people and consumer satisfaction.
- vii) There is significant relation between process and consumer satisfaction.

MODEL OF THE STUDY



RESEARCH METHODOLOGY:

The objective of this is to explain various methods applied for the collection of data, analysis and interpretation of the data relating to the present study.

Research Design: In this study, the Exploratory Research Method was adopted to ascertain the impact of independent variables i.e. 7Ps on satisfaction of consumer in order to achieve required level of satisfaction towards FMCG products.

Population of The Study: This study aimed to find out the problems of consumer due to which their satisfaction level is being affected. In this study, the population consists of all the customers & consumers who is purchasing and consuming the FMCG products in Sangli district.

Sample Techniques: For this research Probability Sampling technique has adopted in which Multi-stage sampling method was used. On the basis of higher population, Fivetehtsilswere selected to choose the samples from the district. These tehsils are Miraj, Tasgaon, Palus, Shirala. By using simple random sampling, 108 homes were selected as samplefrom each tehsil, and fill-up the questionnaire.

Sample size:108 homes were selected from each tehsil. The maximum density of homes located near to market. So the sample size of the study is consisting of 540 homes from Sangli district.

Research Tools & Instruments: The research instrument for the present study was questionnaire and through the data was collected. A questionnaire consists of a set of questions asked in questionnaire to the respondents and answers are recorded by researcher in a face to face situation. Efforts were made to construct structural questions as far as possible. Questionnaire of this study was constructed in the light of 5 point LIKERT Scale strongly agree to strongly disagree with 1 interval. The LIKERT scale shows the intensity of feelings of individuals towards objects.

RESULT AND DATA ANALYSIS

The collected primary data has been analyzed detailed in term of presentation of results, tabulation and analysis of descriptive statistics, weightage average, and correlation analysis and testing of hypothesis.

Factors Influencing to Customer Satisfaction:

Table No.1: Factors Influences CS

No.	Factor	Mean	Rank
Behavioral			
1	Cultural		II
2	Social		III
3	Personal		I
4	Psychological		IV
Organizational			
1	Product		II
2	Price		III
3	Promotion		I

4	Place		IV
5	Physical Evidence		V
6	Process		VI
7	People		III

The personal factors and the promotional activities have more impact and influences more to the consumer satisfaction and both have First rank. With Second rank, Cultural and Product attributes have major impact on satisfaction level of consumer.

The comparison of impact of behavioral and organizational attributes indicates that the buying behaviour is more influences by the behavioral attributes. But it is also observed that these consumers slowly change their preference.

Correlation and Regression Analysis:

Correlation and Regression analysis is carried out by the use of Microsoft Excel and SPSS (17.0). Through this analysis, Reliability of the data, development of relationship between independent and dependent variables (correlations), and validity of the model and testing of Hypothesis has been found out. Reliability of data was found by 71.4 percent which was collected through independent and dependent variables.

Table No. 2: Reliability Statistics

Cronbach's Alpha	N of Items
.714	54

Correlation analysis dictates following:

Table No.3: Correlations

		Product	Price	Place	Promo tion	Physical Evidence	People	Process	Satisfac tion
Product	Pearson Correlation Sig. (2-tailed) N	1 540							
Price	Pearson Correlation Sig. (2-tailed) N	.450 .074 540	1 540						
Place	Pearson Correlation Sig. (2-tailed) N	.374** .009 540	.020 .791 540	1 540					
Promotion	Pearson Correlation Sig. (2-tailed) N	.667** .000 540	.636** .001 540	.579** .001 540	1 540				
Physical Evidence	Pearson Correlation Sig. (2-tailed) N	.693** .000 540	.581** .001 540	.599** .001 540	.872** .000 540	1 540			

People	Pearson Correlation	.595**	.442*	.648**	.678**	.595**	1		
	Sig. (2-tailed)	.000	.016	.000	.000	.000			
	N	540	540	540	540	540	540		
Process	Pearson Correlation	.682**	.661**	.370	.866**	.699**	.718**	1	
	Sig. (2-tailed)	.000	.001	.069	.000	.000	.000		
	N	540	540	540	540	540	540	540	
Satisfaction	Pearson Correlation	.710**	.700	.523**	.732**	.629**	.644**	.622**	1
	Sig. (2-tailed)	.000	.210	.000	.000	.000	.000	.000	
	N	540	540	540	540	540	540	540	540
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

- There is bonding between satisfaction and promotion and impact of promotion activities on consumer satisfaction which indicated by 73.2% which have proved to be significant at 1 percent level of significance based on 2 tailed tests.
- There is association between satisfaction and product and the impact of product on consumer satisfaction indicated by 71% which have proved to be significant at 1 percent level of significance based on 2 tailed tests.
- The association has been found between satisfaction and price and the impact of price on consumer satisfaction indicated 70% which have confirmed to be significant at 1 percent level of significance based on 2 tailed tests.
- Satisfaction and people has relationship and people impacts on consumer satisfaction by 64.4% which have proved to be significant at 1 percent level of significance based on 2 tailed tests.
- The association between satisfaction and physical evidence indicate by 62.9% which have confirmed to be significant at 1 percent level of significance based on 2 tailed tests.
- The association has been observed between satisfaction and process by 62.2 % which have proved to be significant at 1 percent level of significance based on 2 tailed tests.
- There is average association of satisfaction and place by 52.3 % which have proved to be significant at 1 percent level of significance based on 2 tailed tests

Table No. 3: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.827 ^a	.769	.742	16.522	.038	5.298	1	21	.022	2.493

a. Predictors: (Constant): Product, Price, Place, Promotion, Physical Evidence, People, Process
b. Dependent Variable: Satisfaction

Through Regression analysis it is observed that total 74.2 percent satisfaction of consumer depends upon the independent variables i.e. product, price, place, promotion, physical evidence, people, process.

Testing of Hypothesis

Table No. 4: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
Product	.035	.107	.394	.288	.762
Price	.342	.160	.339	1.974	.070
Place	.440	.129	.192	3.210	.005
Promotion	.360	.180	.527	1.762	.097
Physical Evidence	.290	.119	.267	2.335	.040
People	.210	.170	.362	1.378	.208
Process	.989	.157	.241	3.551	.000
a. Dependent Variable: Satisfaction					

Hypothesis #1: There is a significant relation between product and consumer satisfaction.

Product has significant relation with consumer satisfaction by 39.4% if comprehensive product range, consistent quality, freshness of product, replacement, convenient packaging are to be monitored. The analysis shows that Hypothesis # 1 stands true.

Hypothesis #2: There is significant relation between the price and consumer satisfaction.

Price influences overall satisfaction of consumer by 33.9% if offer cheapest price, no variation in printed price and actual price, price is reasonable in relation to benefits and quality, difference in price of branded and unbranded product are to be facilitated by the supplier of FMCG. The result shows that Hypothesis # 2 holds true.

Hypothesis #3: The promotional activity influences the level of consumer satisfaction.

Promotion has strong impact on satisfaction of consumer by 52.7% if an ads campaign, motivations, display, sales promotion tools, trustworthy in schemes is to be ensured by the marketer. This result shows that Hypothesis # 4 stands true.

Hypothesis #4: The place influences the level of consumer satisfaction.

Place strongly influence the consumer satisfaction by 19.2% if convenient stores location and hours, availability of product, storage facility, order processing & cycle, home delivery conveniences are to be given by the marketer and seller of FMCG products. The result shows that Hypothesis # 3 holds true.

Hypothesis #5: There is significant relation between physical evidence and consumer satisfaction.

Physical evidences and consumer satisfaction have strong association by 26.7% if suit for changing preferences, improve standard of living, involvement in purchase and awareness ensured. The result shows that Hypothesis # 5 holds true.

Hypothesis #6: There is significant relation between people and consumer satisfaction.

People and consumer satisfaction shows average correlation by 36.2% if customer interaction with person, customer respect, service by retailer and outcome of complaint are to be considered in FMCG products. The result shows that Hypothesis # 6 holds true.

Hypothesis # 7: There is significant relation between process and consumer satisfaction.

Process has strongly relation with consumer satisfaction by 24.1% if product modification, pricing trends, availability and information of promotional schemes, enhance state of existing life and offering value to customer are to be given by the seller of FMCG products. The result shows that Hypothesis # 7 holds true.

DISCUSSION AND FINDINGS

After collecting the data, getting interviews from respondents and analysis of data, the following observations have been found -

- It has been generally found that product offer a bundle benefit which fulfill the needs and wants of the consumer. If the level of fulfillment is up to expectations they are satisfy and it exceed the customers are delight. More than 60% of the respondents satisfied with the

comprehensive range of products in FMCG. 30% of the respondents feel that there is consistency in quality whereas 39% respondents think there is no variation in quantity printed and actual. It also reveals that the freshness of FMCG products is exceptional (59%). 43% respondent has agreed that there is convenient packaging for handling whereas 64% respondents feel that these packaging attracts the attention. Only 25% of respondents are strongly agreed and agree with the replacement facility in FMCG.

➤ It is found that there are two different segments that require different communication approach. One who is stays in cities or touch with cities, well educated, occupying service and use modern technology. Another who are stays in small villages, uneducated, act as farmer or labor, less use of technology and with traditional conceptual knowledge.

➤ Most of the organizations today face fierce and fast changing pricing environment. Price is only element that generates revenue. So pricing decisions can make or break the organization. Only 24% respondents feel that supplier offers cheapest price. Very 25% respondents think that there is no variation in printed price and actual. 35% of respondents each were agree and disagree with the price is reasonable in relation with benefits. More than half of the respondents were agreeing that compare to quality the price is equitable. Half of the respondents were feels the price difference between branded and unbranded product is justifiable in FMCG.

➤ It is found that 68% respondents were agreeing with the FMCG stores location and displays are convenient. The study shows there is regularity in the availability of the products. 35% respondents think that the order processing and order cycle time is fair. Only 27% respondents were agreeing with the home delivery of the FMCG.

➤ Promotion is an important device to the organization which provides offers, information and creates awareness. It is found that 43% respondents were agreeing that an ad provides the satisfactory information whereas 38% respondents feel that ad campaigns are excellent. It also reveals that TV ads having more impact than the print. 47% respondents have good experience with the attractive and fair product display. More than half of respondents think the sales promotion schemes are reliable while 47% respondents were agreeing with availability of discounts, free goods, gifts etc. in FMCG.

➤ It is observed that near about half of respondents were thinks that the FMCG products solving the problems, fulfilling the needs and improve the standard of living of respondents. It also reveals that these products suit the changing preferences. More than 75% respondents were agreeing with their involvement in buying Food & Beverage. 46% respondents were

aware with the various brands of FMCG. More than 60% respondents were feels that supplier of FMCG have high standard of hygiene.

➤ The study reveals that sellers treat the respondents with respects and 53% respondents were agreeing with this. 42% respondents were get wide and qualitative information by sales persons and their response was reliable. The interaction (38%) and prompt service (49%) of sales person inspired to buy product. 32 % respondents get the fair outcome of the complaints.

➤ It is observed that more than half of respondents were thinks that there are regular product modification activities in FMCG. The study shows the pricing systems were not balanced by these companies. 43% respondents were happy with the promotional process. There is positive response of respondents (45%) towards standard and qualitative distribution system. More than half of respondents were feels that people provided excellent services. The study indicates that 44% respondents were thinks that the FMCG companies serve respondents by offering value and helps enhance state of existing life.

➤ The study reveals that of the respondents were happy with marketing mix in FMCG products (63%). It indicates that most of FMCG companies focus on various attributes of consumer and they develop the strategies with the view of consumer satisfaction.

LIMITATIONS & RECOMMENDATIONS

Limitations:

The present study carried out with regard to FMCG in Sangli district. While collecting data number of limitations faced by the researcher. The major limitations were lack of positive response of respondents, inferiority complex in respondents and time limit.

Recommendations:

In view of the afforested scenario of region and the findings presented, an attempt is made to put forth the constructive suggestions with a view to:

➤ These markets are slowly gaining the changes in term of preferences, taste, habits. So the producer should keep constant focus on the distribution system. If the distribution process will not be effective and efficient then the consumers divert him to substitute goods which will causes to loss of consumer ultimate profit.

- Companies should be design a different communication approaches and choice of media for such areas where consumers who have less receptive capabilities. They can process linear, logical, simplistic communication with beginning, ending and a sequence of events. In case of message rendering there is a need to use vernacular language which is dialect specific.
- The consumers are more conscious about the packaging and identify the products on the basis of packaging. So the marketer should focus on the attention attractive & burly handling packaging.
- Organization must take channel decision carefully, incorporating today's needs with tomorrow's likely selling environment. Village retailers play a vital role in the movement of products to remote areas. Village retailers are the most crucial channel members and therefore, marketers have to focus on them to market their product effectively.
- The brand names of the products sold in markets should be easy to pronounce and remember.
- The customers are price conscious. Therefore, the marketer should offer products which are affordable to villagers, and at competitive prices. Mostly low priced products will be more successful in these areas due to the mindset of the consumer.
- The companies take consumer research with some time interval which helps to them develop region wise specific consumer profiles, understand the consumer and their characteristics to identify the target market.
- The companies should be focus on explore the local markets such as weekly bazaars, stalls, exhibitions etc. and improve them slowly with trust creating activities which helps to create a value and buildup the relationship.

CONCLUSION

There is common perception that India is established in village. Most of area is covered by rural (Gramin) part, which is still untapped. The study indicates that most of the consumers are satisfied with the marketing mix strategies but there is more market which is untapped by various marketers or unknown to others. Small villages are there where still consumers are unaware with the various FMCG products. The changing life style, high literacy etc. shapes and molds the desire and wants of these consumers. These markets are slowly gaining changes in preferences, taste, habits, spending and consumption patterns. Apart from rural

area now a day the consumer involvement is increase in purchasing. The technology promotes the companies various promotional activities. Though the present study has focused on the customer satisfaction with context to FMCG , still there is exists and remains some of the issues which are untouched leaving scope for further research which may come-up in any forms like consumption patterns, supply chain management, tuning promotional strategy.

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