

Brand awareness and preferences of rural youth for FMCG: An empirical study of district Bilaspur in Himachal Pradesh

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ABSTRACT

Purpose: The present study is an attempt to know whether rural youth is aware of brand and give importance to brand while makes purchase decision to buy FMCG. There is a myth that being simple and illiterate rural customers are not able to distinguish between product and brand. On its contrary National Youth Policy, 2014, revealed that 27.5% of Indian population is youth and 34% of the Gross National Income (GNI) is contributed by the youth having age between 15 and 29 years (www.youthpolicy.org). **Methodology:** The present study was descriptive in nature. For study purpose, tooth paste has been selected from FMCG because it is used by almost all people daily and selected brand of tooth paste were included in the study which were very popular in Indian market. The primary data were collected with the help of structured questionnaire using Google form. The collected data have been presented in tabular forms and analyzed with the help of percentage, Pearson correlation, and Chi-square test. **Findings:** From the study, it is inferred that the myth “being simple and illiterate, rural customers are not able to distinguish between product and brand” has been proven wrong. It is crystal clear from the study that there is significant correlation between brand preference and brand purchase of tooth paste in rural youth. **Implications:** This study gives more insight about behavior of rural youth toward FMCG. Marketers can use the result of this study to determine appropriate marketing mix for rural areas. **Originality/Value:** Many studies have been conducted to examine the behavior of rural customers. However, no specific study has been conducted to study the behavior of rural youth. Hence, this paper is an attempt to understand the brand awareness among rural youth toward FMCG in general and tooth paste in specific.

Keywords: Brand, brand familiarity, FMCG, rural youth, marketing

JEL Classification: M31

INTRODUCTION

In general, all types of consumer as well as industrial goods are sold in the market in attractive packaging and with a name. Name of the product give it identification and differentiate it from competitors' products. There are

number of products in the market hence they are identified by their names as students are identified by their names or roll nos. in the class. Packaging is also required for the safety of the product and convenience of the customers. Moreover, some of the products are technical or hazardous in nature so, it becomes essential that instruction regarding

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Received: 17 January, 2021; **Accepted:** 8 April, 2021

DOI: 10.18843/ijcms/v12i2/02

their use, handling, and disposal are properly labeled on the product. Thus, branding and packaging are essential parts of products and services.

In the world of competition brand plays an important role for the product and company. Brand works as a magnet to attract customers for the product or service. The effect of brand can be seen in the fact that in the market some of the brands have great demand where other has not. Popular brand saves cost of the company in the form of less promotional efforts. Product is considered inferior by the consumers unless it is branded. But for a marketer branding is not simply a process of assigning name or symbol to the product, it is much more than this. Broadly marketers see branding as (IGNOU study material MS 6 and MS 63):

- A Process: Of establishing relationship between customers and product of the company. This process attempts to match the customers' desires with image of the brand through providing solution of the customers' problems.
- A tool: Of disseminating information about the product and company. Brand has the capability to influence the target customers to buy the product.
- A strategy: To influence customers in right direction. Strategically branding can create good image of the company and product in the mind of the customers.
- A philosophy: Or orientation of the company toward the market place. Company's marketing efforts are directed by this philosophy or orientation.

PURPOSE OF BRANDING

Branding is a process, marketing tool, marketing strategy, or philosophy to establish relationship between customers and company. Product is known by its brand and product image is directly associated with brand. Companies wish to attain majority market share through creating brand image. Despite it, the following are the main objectives that a company wishes to accomplish through branding:

- Recognition: In general, it is said that product is nothing unless it is branded. Brand gives identity to the product. As students are identified by their names or roll numbers like this products and services are recognized by their respective brand. In market, there may be number of competing products and brand gives them identification.
- Differentiate: The other objective of brand is to differentiate one product from another. In market, there may be several products that fulfill the similar needs of the customers. In this situation, brand differentiates them from each other. In market two products cannot

be branded same, there must be some difference between two in either way. It is beneficial for sellers as well as for buyers.

- Assure better quality of product: Product is branded keeping in view many factors such as features of the product, positioning of the product, idea of the product, and marketing strategy of the company. Therefore, brand reflects all these things to the customers. Companies always attempt to keep quality of the product according to the image and brand of the product.
- Create goodwill: When companies maintain quality of product according to image of the product, then customers get good quality of products at reasonable prices. It gives customers to the product and profit to the company. When quality matches with brand then it creates good image for the product and the company.
- It helps to add a new product in line: Good brand image is asset of the company as it increases the profitability of the company by attracting more and more customers for the product in the market. When a brand becomes popular in the market then company very easily launch another product in the market with that brand. The simple reason is that customers are familiar with the product quality of that brand.
- Brand loyalty: Brand loyalty means strong faith and support of the loyal customers for the particular brand. Brand loyal customers prefer only one brand and they are permanent customers of the product. Brand loyal customers are less expensive as compared to contact a new customer. Moreover, they are less time consumer and generate more sales volume for the company as compared to other.
- Higher price. Brand image and brand loyalty of the product enable the company to sell its products at premium prices. Loyal customers have strong association with the brand and they do not bargain more for prices of the product. In this sense loyal customers are less expensive and more profitable for the company.

FMCG

Fast moving consumer goods are non-durable, low cost goods are consumed by the customers on regular basis. Such goods are generally perishable in nature and have short shelf life. Customers purchase these goods frequently and consume rapidly. Customers' purchase involvement in these goods is comparatively low. According to investopedia, FMCGs can be divided into several different categories including (www.investopedia.com):

- Processed foods: Potato chips, cheese, and pasties,
- Prepared meals: Which are ready to eat without further processing
- Beverages: Sparkling water, tea, coffee, and fruit punch
- Baked goods: Bread, cakes and biscuits, and cookies
- Fresh, frozen foods, and dryfruits
- Medicines: Paracetamol, cough syrup, disprin, etc.
- Cleaning products: Carpet cleaner, toilet cleaner, glass cleaner, laundry detergent, etc.
- Cosmetics and toiletries: Bath soap, tooth paste, shampoo, skin cream, etc.
- Office supplies: Paper, pencil, file covers, etc.

REVIEW OF LITERATURE

Kumar Sarvan and Arora Nitish (2018) in their research work titled an empirical investigation of brand awareness and preference of rural consumers in Himachal Pradesh toward shampoo found that in Himachal Pradesh consumer prefer brand of Hindustan Uniliver transnational Co. over Pitanjali shampoo which positioned itself in the market as Indian brand. Majeed Shabir (2014) in his study titled Brand awareness in rural areas: A case study of FMCG in Pulwama District of J&K found that brand awareness in rural areas particularly in respect of beauty care and health care products is showing an increasing tendency. There is an increasing trend among rural people about awareness of various brands of FMCG. Further, in this study, it has been suggested that it is the need of the hour to aware rural people about availability of brand in the market with educating the use of branded products. Singh Rajmani (2002) managed a study on “Consumer behavior and consumption pattern of toilet soap in Imphal City,” keeping in view the consumption pattern and the consumption behavior toward toilet soap with reference to reasons for using the soaps, preferences of brand, factors influencing the purchase decision, and the popularity of other brands. A sample of 250 respondents was chosen on the basis of stratified random sampling. The study revealed that the soap industry in India in general and particularly in “Manipur” is largely influenced by the spread of audio-visual media, rising income, ready literature, and a general consciousness about health. Rodge (2001) conducted a study to measure the effect of advertisement on different age groups of rural areas under the title “Influences of advertisement on consumers of different age groups and areas”. The study was based on 150 respondents, of which 75 were rural and 75 were from urban areas. In the study, researcher observed that rural respondents give more importance to advertisement as compared to urban areas respondents. Further, the study revealed that watching and reading

advertisements helped in purchasing more in case of urban customers as compared to rural customers. Whereas both groups feel that all the advertisement media's are equally important and effective. Venkateshwarn and Reddy (1997), managed a research work on “Marketing of T.V. sets: A case study of external and internal influences on consumer behavior in Prakasam district of Andhra Pradesh”. The study was based on 300 respondents of Prakasam district in Andhra Pradesh. It was evident from the study that in case of households, the family members acted as initiator and influencer and in most cases head of the family acted as decision maker. Further study revealed that intensity to use of T.V. was more in case of old persons and women. It was also observed from the study that the influence of wealth, income and saving was almost negligible in purchase of T.V. sets. Finally it was concluded that there was no impact of the level of education on purchase of T.V. sets in Prakasam district in Andhra Pradesh.

Gaur, S. Sanjay and Waheed, Abdul, K. (2002) in their research work “A study of buying behavior for branded fine rice in southern part of India”, made an attempt to understand the buying behavior of customers towards branded fine rice. The study was geographically limited to the Southern part of the country. The study revealed that the decision to purchase of fine rice was mostly made by the family wives and most of the household wives purchase fine rice from rice “Mandy”. Finally it is observed that quality and image of the brand were major factors for brand preference.

THEORETICAL FRAMEWORK

There is a myth that being simple and illiterate rural customers are not able to distinguish between product and brand. Marketers assume that rural people are backward and treat all brands alike and any product can be sold in rural markets. This myth believes in selling concept of marketing in rural areas. However, current scenario in villages manifest that majority of population in rural areas is young and young generation has been moving toward towns for better education. These youth plays significant role in family buying decision-making process. Despite it, income level, standard of living, infrastructure, communication, health facilities, etc., are also improving in rural areas. All this has made rural people more sensitive and aware. Moreover, National Youth Policy, 2014, revealed that 27.5% of Indian population is youth and 34% of the Gross National Income (GNI) is contributed by the youth having age between 15 and 29 years. Thus, keeping in view these facts there was a need to study the awareness and preference among rural youth toward brand of FMCG.

OBJECTIVES OF THE STUDY

The study aims at finding the effect of brand on rural youths' behavior. The study also aims at finding (a) whether rural youths are aware about brand of FMCG in general and tooth paste in specific? (b) Is there any correlation between demography of rural youth and preference of tooth paste brand? Thus followings are the objectives of the present study:

1. To study the awareness level of rural youth towards different brands of tooth paste.
2. To examine the influence of brand preference on brand purchase.

HYPOTHESIS

The study attempt to analysis the affect of brand preference on brand purchase and attempt to check the validity of objectives with the following hypotheses:

H_{o1} : There is no association between demographical variables of rural youth and their preference toward brands of tooth paste.

H_{a1} : There is significant association between demographical variables of rural youth and their preference toward brands of tooth paste.

Demographical variables: Age, educational level, gender, income level, and type of family.

H_{o2} : There is no association between brand preference and purchase of tooth paste brand.

H_{a2} : There is a significant association between brand preference and purchase of tooth paste brand.

DEFINITION OF YOUTH

Youth age group has been defined differently in different countries/agencies and even by the same agency in different context. In general, it refers to that age group where a person has obtained essential education and he/she finds first employment or ready to do a job. According to the National youth Policy 2014, the age group between 15 and 29 years has been defined as youth. In the National Youth Policy 2013, youth was defined a person of between 13 and 35 years(www.youthpolicy.org). In the present study, the current definition of youth has been considered to examine the brand preference of rural youth toward tooth paste.

RESEARCH METHODOLOGY

The present study was confined to study the awareness and preference of rural youth toward FMCS in General and tooth paste in specific in District Bilaspur of Himachal Pradesh. This study has been conducted between April and May, 2020. The influence of brand on rural youth has been studied in terms of awareness toward brands, preference toward brands, and purchase of particular brand. The present study was descriptive in nature as it describe brand brand of tooth paste was included in the study which was very popular in Indian market. In the present study, both primary and secondary data were used to examine the objectives of the study. The primary data were collected with the help of structured questionnaire using Google form. The collected data have been presented in tabular forms and analyzed with the help of percentage, Pearson correlation, and Chi-square test.

SAMPLING PLAN

Convenience cum snow ball cum sampling was adopted to collect desired information from the respondents. The population for present study comprised of all rural youth in the age group of 15 to 29 years living in District Bilaspur of Himachal Pradesh. According to census 2011 (GOI), 93.4% people of district Bilaspur lives in rural areas and average literacy rate of rural areas in this district is 84.1%. During COVID-19 lockdown, it was not possible to collect information personally or through postal mail. Thus, questionnaires were sent to respondents through WhatsApp using Google form. First of all, some respondents were selected conveniently thereafter, these respondents were asked to provide the detail of persons who were known to them and satisfy the criteria of the study. In the study, those youth was included who was either use or purchase tooth paste. A brief detail of sampling plan is given as below:

- Population: Rural youth (Between 15 and 29 years) of Distt. Bilaspur in Himachal Pradesh
- Sampling unit: Male and female customers
- Sample size: 118
- Sampling method: Convenience cum Snow ball.

LIMITATIONS OF THE STUDY

The present study may suffer from the following limitations:

1. The study was conducted among rural youth of Distt. Bilaspur of Himachal Pradesh therefore, its results may not be generalized across the country.

Table 1: Demographic characteristic of the respondents

Demographic variable	No. of respondents	Percentage
Gender		
Male	61	51.7
Female	57	48.3
Total	118	100
Type of family		
Joint	69	58.5
Nuclear	49	41.5
Total	118	100
Age(years)		
15–19	65	55.1
20–24	34	28.8
25–29	19	16.1
Total	118	100
Highest qualification		
Illiterate	-	-
Up to 5 th standard	-	-
Up to 8 th Standard	1	0.8
Up to 10 th Standard	3	2.5
Up to 12 th Standard	19	16.1
Up to graduation	71	60.2
Postgraduation	20	16.9
Above postgraduation	4	3.4
Total	118	100
Occupation		
Agriculture	19	16.2
Govt. service	14	11.9
Private service	03	2.5
Business	03	2.5
Studying/waiting for job	79	66.9
Total	118	100
Annual income household (Rs.)		
Below Rs. 50,000	59	50
50,000–1,50,000	21	17.8
1,50,000–2,50,000	15	12.7
2,50,000–3,50,000	10	8.5
3,50,000–4,50,000	03	2.5
4,50,000 and above	10	8.5
Total	118	100

Source: Data compiled through web survey using structured questionnaire

Table 2: Awareness of rural youth regarding brand of tooth paste

Awareness towards tooth paste	No. of respondents	Percentage
Do you use tooth paste?		
Yes	118	100
No	-	-
Total	118	100
Which type of toothpaste do you use?		
Particular brand	60	50.8
Whatever brand available in the market	58	49.2
Without brand	-	-
Total	118	100
Do you prefer indigenous or foreign brands when purchasing a product or a service?		
Indigenous	75	63.6
Foreign	02	1.7
No matter	41	34.7
Total	118	100
Why do you purchase branded toothpaste?		
It ensure better quality	77	65.3
It provide surety of mentioned ingredients in the product	24	20.3
It is cheap	09	7.6
It saves purchasing time	08	6.8
Total	118	100
*Which of the following brands of toothpaste are known to you? Please tick (√) against the brands (Brand Awareness)		
Aquafresh	14	11.9
Babool	50	42.4
Sansodyne	45	38.1
Oral B	34	28.8
Close up	60	50.8
Pepsodent	53	44.9
Colgate	68	57.6
Dant Kanti	73	61.9
Dabur Red	52	44.1
Vicco Vajradanti	27	22.9

Source: Data compiled through questionnaire using Google form. *Since it was check list type question hence each percentage has been computed from total sample size

- The primary data were collected with the help of questionnaire through WhatsApp using Google form.

Hence, it may also influence the external validity of the study.

- Since the study was conducted in rural youth of district Bilaspur of Himachal Pradesh only, so its results cannot be generalized over urban customers.

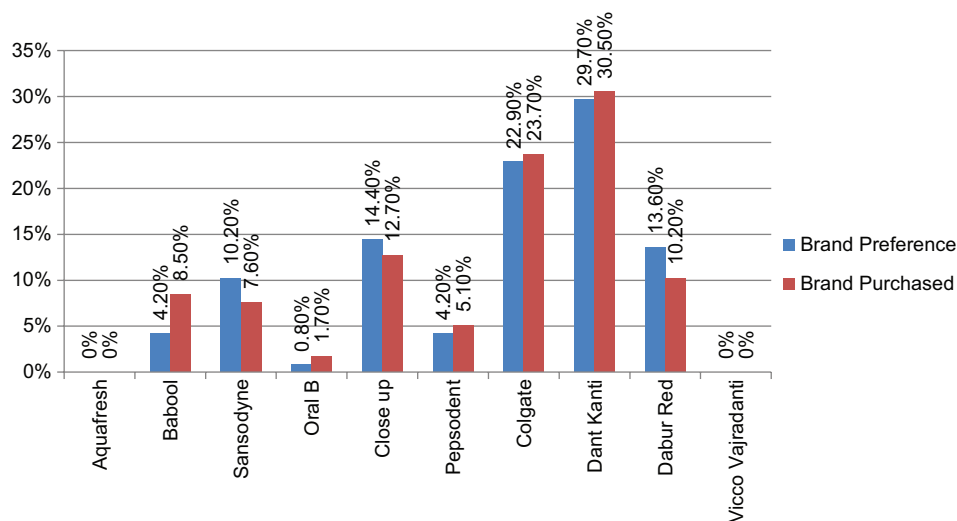
ANALYSIS AND DISCUSSION

Keeping in view the objectives of the study and to check the validity of hypothesis, rural youth of different

demographic profile has been examined. However, total 130 questionnaires were obtained initially but after preliminary screening 12 questionnaires were rejected due to non-response error and finally 118 questionnaires were considered for analysis. Demographic profiles of the respondents as per questionnaires obtained are presented in Table 1. From the table, it was clear that in the present study rural youth of varied demography, that is, gender, educational qualification, type of family, and household income was included in the study.

Table 3: Relationship between Brand preference and brand purchase of tooth paste by the rural youth

Part A: Brand preference and brand purchase of tooth paste by rural youth			Part B: Correlation between preferred brand and brand purchased of tooth paste by rural youth		
Tooth paste Brand	Preferred Brand	Brand Purchased	Particular	Brand preference	Brand purchased
Aquafresh	-	-	Pearson correlation	1	0.646**
Babool	5 (4.2)	10 (8.5)	Sig. (2-tailed)		0.000
Sansodyne	12 (10.2)	09 (7.6)	N	118	118
Oral B	01 (0.8)	02 (1.7)	Bias	0	0.004
Close up	17 (14.4)	15 (12.7)	Std. error	0	0.085
Pepsodent	5 (4.2)	06 (5.1)	**Correlation is significant at the 0.01 level (two tailed).		
Colgate	27 (22.9)	28 (23.7)			
Dant Kanti	35 (29.7)	36 (30.5)			
Dabur Red	16 (13.6)	12 (10.2)			
Vicco Vajradanti	-	-			
Total	118 (100)	118 (100)			



Source: Data compiled through questionnaire using Google form

AWARENESS OF RURAL YOUTH REGARDING BRAND OF TOOTH PASTE

In this section, awareness of rural youth regarding tooth paste has been studied. It is revealed from the studies that awareness influence brand preference and purchase decision of customers. From Table 2, it was observed that all rural youth use tooth paste. Out of total rural youth half of youth used particular brand of tooth paste whereas, rest half used that tooth paste which was available in the shop at the time of their purchase. Further, it was noticed from the analysis that 63.6% rural youth had given preference to indigenous brand of tooth paste and 34.7% rural youth were found indifferent about origin of brand. In other words, they did not give any preference to indigenous or foreign brand of tooth paste. When rural youth was asked that why they did purchase branded tooth paste, then 65.3% revealed that branded tooth paste ensure better quality and it was followed by the respondents (20.3%) who were of the opinion that branded tooth paste gave surety of mentioned ingredients in the product.

Regarding awareness toward different brands of toothpaste, a check list of ten tooth paste brand (which were most popular brands of tooth paste in Indian market) was developed and respondents were asked to apply a tick mark against tooth paste brand about which you are familiar to. From the table, it was evident that Dant Kanti, Colgate, and Close Up were known to more than half of the rural youth. Whereas, Pepsodent, Dabur Red, Babool, and Sansodyne tooth paste brand were known to 44.9%, 44.1, 42.4%, and 38.1% rural youth, respectively. Finally, it was noticed that only 28.8% rural youth were aware about Oral B, 22.9% were aware of Vicco Vajradanti and 11.9% were aware toward Aquafresh brand of tooth paste.

BRAND PREFERENCE OF RURAL YOUTH TOWARD TOOTH PASTE

The analysis with respect to brand preference, brand purchase and correlation between brand preference and brand purchase are presented in Table 3. This table has been divided into three parts. Part A of this table concludes response of the rural youth related to preferred brand and actual tooth paste purchased together. Whereas, Part B of this table evident Pearson correlation between preferred brand and brand purchased. For understanding purpose a chart showing relationship between preferred brand and brand purchased was also designed below Part A & B of Table 3. From the table, it was clear that Dant Kanti

and Colgate brand of tooth paste were preferred by 29.7% and 22.9% rural youth, respectively, and the same were purchased by 30.5% and 23.7% rural youth, respectively. Like this, the relationship between other preferred brand and purchased brand can be understood from Part A and Chart 1 of Table 3. While applying Pearson coefficient of correlation, it was found that there was positive moderate degree (0.646) of correlation between preferred brand and brand purchased. It showed that change in brand preference resulted change in brand purchased. Moreover, to check the significance of relationship, Chi-square test was applied. The application of this test concluded that this correlation is significant at 1% level of significance.

Table 4: Brand strength of rural youth towards tooth paste

Strength for brand	No. of respondents	Percentage
Why did you purchase this brand of toothpaste?		
Because I prefer this brand	95	80.5
Because shopkeeper offer this brand to me	08	6.8
Because only this brand was available in the shop	15	12.7
Total	118	100
What do you do if brand of your choice is not available in the shop?		
I visit to the next shop	69	58.5
I postpone my purchase decision	10	8.5
I purchase other brand that is available in the shop	39	33
Total	118	100
Will you purchase any brand offered by the shopkeeper if you are not familiar?		
Yes	08	6.8
No	74	62.7
May be	36	30.5
Total	118	100
Does the brand affect your choice to purchase toothpaste?		
Yes	78	66.1
No	17	14.4
Can't say	23	19.5
Total	118	100

Source: Data compiled through questionnaire using Google form

Thus, on the basis of above analysis, it can be concluded that there was significance correlation between preferred brands and brand purchased.

BRAND STRENGTH OF RURAL YOUTH TOWARD BRAND OF TOOTH PASTE

As far as brand strength of rural youth was concerned, it was found that 80.5% rural youth purchased particular brand of toothpaste because they prefer it [Table 4]. However, there were 12.7% rural youth who purchased particular brand of tooth paste because only that was available in the shop at the time of their purchase. Further, when rural youth was asked about what they did if brand of their choice was not available in the shop, then 58.5% rural youth revealed that they visited to next shop to purchase their preferred brand of tooth paste. While there were 33% rural youth who purchased another brand of tooth paste when brand of their choice was not available in the shop. Finally, more than 60% each rural youth has assumed that brand of tooth paste affect their purchase decision and they will not purchase any tooth paste offered by the shopkeeper with which they are not familiar to.

While testing the validity of hypothesis, it was found that there was no significant association between demography of rural youth and their preference toward brand of tooth paste. In all cases except house hold income and preference toward brand of tooth paste, P value was found more than 5% level of significance. Thus, in these cases our H_0 were accepted and H_a rejected [Table 5]. It shows that there is no relationship between demographical variables, namely, gender, family type, educational level, and preference to brand. However, in case of house hold income and preference toward brand of tooth paste P value were found $<5\%$ level of significance; hence, our H_0 was rejected and H_a accepted. Hence, it was concluded that there was significant association between household income of rural youth and their preference toward tooth paste.

- Here type of tooth paste means (particular brand, without brand, and whatever brand available) in the shop.

FINDINGS OF THE STUDY

After analyzing the response of rural youth about awareness and preference toward brand of tooth paste, the following findings have been extracted:

Table 5: Summary of hypothesis testing

Hypothesis	P value	Level of significance	Status	Supported/Not supported
H_{01} there is no significance relationship between gender and preference towards tooth paste brand	0.17	0.05	$P > 0.05$	Supported
H_{01} there is no significance relationship between family type and preference towards tooth paste brand	0.60	0.05	$P > 0.05$	Supported
H_{02} there is no significance relationship between educational qualification and preference towards tooth paste brand	0.57	0.05	$P > 0.05$	Supported
H_{02} there is no significance relationship between household income and preference towards tooth paste brand	0.03	0.05	$P < 0.05$	Not Supported
H_{03} there is no significance relationship between gender and type of tooth paste preferred*	0.65	0.05	$P > 0.05$	Supported
H_{03} there is no significance relationship between educational qualification and type of tooth paste preferred	0.053	0.05	$P > 0.05$	Supported
H_{04} there is no significance relationship between family type and type of tooth paste preferred	0.20	0.05	$P > 0.05$	Supported
H_{04} there is no significance relationship between family income and type of tooth paste preferred	0.06	0.05	$P > 0.05$	Supported
H_{05} there is no significance relationship between gender and influence of brand	0.39	0.05	$P > 0.05$	Supported
H_{05} there is no significance relationship between family type and influence of brand	0.48	0.05	$P > 0.05$	Supported

Source: Data compiled through questionnaire using Google form

1. The study revealed that all rural youth use tooth paste. Out of total half use particular brand of tooth paste whereas, rest half use other brand of tooth paste which is available in the shop.
2. It was reported by 63.6% rural youth that they prefer indigenous brand of tooth paste and 34.7% rural youth was neutral about the origin of brand. In other words, they were not bothering about domestic or foreign nature of tooth paste brand.
3. Regarding the use of branded tooth paste 65.3% rural youth confirmed that branded tooth paste ensure better quality of product. Whereas, 20.3% manifested that branded tooth paste assure the ingredients claimed in the product.
4. From the study, it was evident that more than half of the rural youth were aware about Dant Kanti, Colgate, and Close Up tooth paste. Whereas, Pepsodent, Dabur Red, Babool, and Sansodyne tooth paste brand were known to 44.9%, 44.1, 42.4%, and 38.1% rural youth, respectively.
5. With respect to brand preference and brand purchased, it was noticed that comparatively Dant Kanti and Colgate tooth paste were preferred/purchased most by the rural youth. Further, it was interesting to highlight here that there was significant moderate positive correlation between preferred brand and brand purchased by the rural youth.
6. As far as brand strength was concerned, it was observed that majority of rural youth had purchased particular brand because they prefer it. However, it would be worthy to mention here that 58.5% rural youth had accepted that they visited to next shop if the brand of their choice was not available in the shop, but 33% confirmed that they purchased another brand if brand of their choice was not available in the shop at the of purchasing.
7. It was also reported by 66.1% rural youth that brand affects their purchase intention to purchase a particular tooth paste. Finally, it was concluded that except income of household there was no significant relationship between demography of rural youth and their preference toward brand of tooth paste.

CONCLUSION

In nutshell, it is inferred that the myth “being simple and illiterate, rural customers are not able to distinguish between

product and brand” has been proven wrong. The fact is that most of the rural youth are literate and able to differentiate between product and brand of FMCG in general and tooth paste in specific. Studies revealed that in rural areas rural youth influence purchase decision significantly. It is crystal clear from the study that there is significant correlation between brand preference and brand purchase of tooth paste in rural youth. However, no particular tooth paste brand is exclusively popular among rural youth, but it is true that rural youth is aware of different brands of tooth pastes and purchase branded tooth paste. Rural youth is found aware of that branded tooth paste ensures better quality of product, so they do not hesitate to visit in next shop if brand of their choice is not available in the shop. Thus, marketer should not treat rural customers granted. Today, rural market has emerged as a big market so proper attention should be given towards rural markets.

CONFLICT OF INTEREST

This project has not been funded by any organisation and there is no conflict of interest of any kind.

ACKNOWLEDGMENTS

Acknowledgement is not applicable.

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