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Evoked set: Relation between known, acceptable and purchased brands of toothpaste & shampoo product category of FMCG in rural arcade

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Abstract---Consumer behaviour is a sense of how folks make decisions to spend their accessible means like time, money, effort on consumption of diverse merchandises and amenities. Fast moving consumer goods industry is in spotlight as it is growing with rapid swiftness over last decade peculiarly in rural domain. The ambition of the study is to find relation between known, accepted and purchased brands of toothpaste and shampoo product category in fmcg in rural settings. As, the knowledge of rural buying behaviour sheds the light on the consciousness of how rural patrons think, feel, argue and select amongst prevailing alternatives. That's all lead to understanding - how marketers can improve their marketing campaigns to more effectively reach the rural consumer. The conclusion was drained from the study that there is positive correlation between known, accepted/considered and purchased toothpaste and shampoo product category. Study clearly indicates that in today's day and era rural consumer take conscious decision of purchasing and do not purchase anything and everything presented to them.

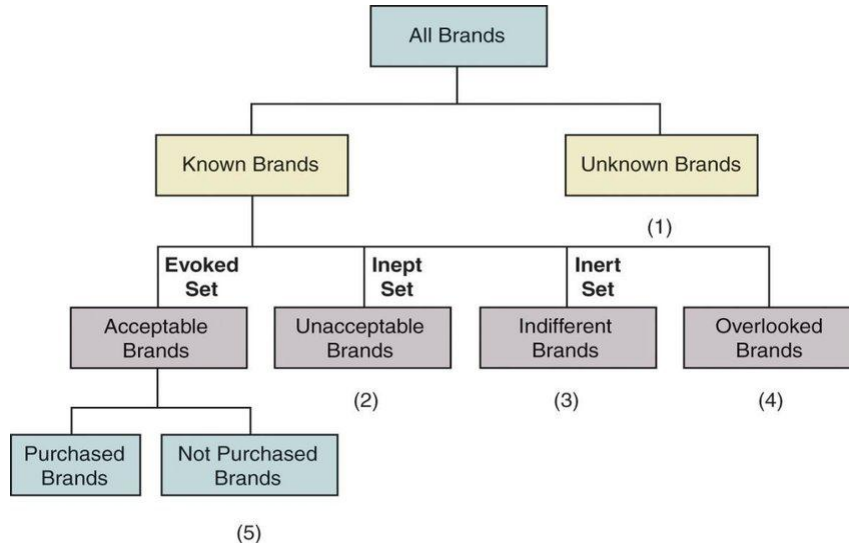
Keywords---Consumer behaviour, Evoked set and Rural.

Introduction

The neighbouring interaction amongst theoretical and pragmatic contemplations unruffled with the swift extension in the handiness of diverse categories of

information have continued to make the analysis of consumer behaviour an attractive area for research. For some policy questions the significance of empirical evidence on consumer behaviour is incontrovertible (Blundell, 1988). However, mechanical accounts of human activity assume that observed behaviour is domino effect from what is happening within the individual. Behaviour is determined in whole or fragment by core processing of information or the engagements of psychological traits (Foxall, 1993). Besides, consumer behaviour is a sense of how folks make decisions to spend their accessible means like time, money, effort on consumption of diverse merchandises and amenities (Jisana, 2014). Moreover, the rural square in India is getting more eye-catching day by day and the sluggishness of trades in the urban markets is compelling marketers to go rural. The rural markets accessible a mammoth potential to the business firms because of their colossal extent and escalating consumer demands (Dhivya, 2013). Therefore, the knowledge of rural buying behaviour sheds the light on the consciousness of how rural patrons think, feel, argue and select amongst prevailing alternatives. That's all lead to understanding - how marketers can improve their marketing campaigns to more effectively reach the rural consumer (Stankevich, 2017). Nevertheless, the fast moving consumer goods (FMCG) sector is a junction of the Indian economy. This division traces every trait of human life. Fast moving consumer goods industry is in spotlight as it is growing with rapid swiftness over last decade peculiarly in rural domain. The FMCG manufacturers now clutched that there is a lot of opportunity for them to cross the threshold into the rural market (Raj and Selvaraj, 2007).

Evoked set



Source: Schiffman, Wiseblit and Kumar, 2019

It has been witnessed that in purchasing circumstances where a buyer may elect amongst numerous alternatives, for instance within a goods category where there exist quite a few brands, only a moderately small number of these substitutes are valued. Howard and Sheth uphold: The brands that become alternatives to a buyer's choice decision are generally a small number, collectively called his evoked set (Gronhaug, 1973). The evoked set refers to specific brands a consumer

reflects on making a purchase within a specific product classification. The inept set consists of brands or models that the customer eliminates from purchase consideration because they are not acceptable by the consumer (Schiffman, Wisniewski and Kumar, 2019), (Hawkins et.al. 2007). The inert set consists of brands the shopper is indifferent towards since they are alleged as not having any particular benefit. Regardless of total number of brands in a product category, a customer's evoked set tends to be quite small on average, often consisting of only three to five brands (Schiffman, Wisniewski and Kumar, 2019), (Hawkins et.al. 2007), (Assel, 2001).

Review of literature

Foxall (2016) observed the foundation of consumer behaviour analysis. Analysts explained that progression from the preoccupied world of experimentation to the familiar world of consumer choice and marketing management. Foxall, did not suggest that they progress from those that are the slightest striking or beneficial in buyer behaviour analysis to those that are the most applicable and operative. Moreover, Ali, Thumiki and Khan (2012) examined the factors that influence the consumer behaviour purchase of FMCG by rural consumers. It is concluded by researchers that friend's recommendations are key variable in trust factor and affordability is key variable in value factor. It was also concluded that consumers seek for multiple attributes in the products. Kim and Stoel (2010) aim of investigators was to investigate in shopping behavior of rural consumers by looking at retailer's social activities and social environment factors. Researchers moreover found the relationship between value and support, legitimacy and support, and institution action and legitimacy.

Social class influences on purchase evaluation criteria; study was carried out by Williams (2002). The aim of this article was to investigate social class, income and gender effects on the utilitarian and subjective evaluative decision criteria over a variety of products. Researchers stated the great influence of social class on criteria importance was found for men then for women. Investigation also reveals that higher relative class income levels in lower class groups attracted more importance to evaluative criteria than lower class income respondents. Investigators Katiyar and Katiyar (2014) with an aim to identify the demographic, psychographic and behavioural factors did an empirical study of Indian consumer buying behaviour of FMCG products with special reference to bathing soaps. Researchers found from the study that perception of rural consumers is same as their urban counterparts. Investigators furthermore found in their research that consumers have the tendencies of the brand shift if they are not satisfied with utilization of the brand even if brand is available in the market. Jayanthi & Rajendran (2014) examined the variety seeking behaviour of consumers with reference to FMCGs. Investigator found from the analysis that the determinants of variety seeking behaviour in juice category of FMCGs are need of variety, purchase frequency, perceived risk and deal proneness. Spice category of Fast moving consumer goods determinants that influenced VSB were need for variety, utilitarian motive and perceived risks. Analyst suggested from the study that brand managers must look to build a match between brands or products personality and personality of the brands target market.

Prajapati and Thakor (2012) understood the impact of promotional tools on consumer behaviour with reference to toothpaste. Researchers, found there is no significant relation between the need of the toothpaste and gender of the consumers. Investigators also found between monthly income and the customers buys the toothpaste when companies give the promotional schemes. More (2010) explored the basic characteristics of consumer behaviour in rural market about fmcg, in addition understood the characteristic buying pattern and the factors involved in decision making of fmcg products in rural market. It was concluded by researchers that rural consumers are not brand loyal and their purchase decision is influenced by retailer's recommendation's. Analyst moreover found that bulk of the respondents are getting information about the product from television followed by friends and relatives. Thanigachalam and Vijaytarani (2014) inspected behaviour of consumers towards Fast Moving Consumer Goods in Puducherry. The aim of study was to inspect the pre-purchase behaviour of consumer towards fast moving consumer goods and to examine and analyse factors affecting the post purchase behaviour and brand loyalty among the folks of Puducherry. Analyst also found that there is a significant difference between consumer purchase decision on the basis of residential status and educational qualification.

Objective of the research

Objective of the research is to find relation between known toothpaste brands and acceptable toothpaste brands; acceptable toothpaste brands and purchased toothpaste brands. Furthermore, to find relation between known shampoo brands and acceptable shampoo brands; acceptable shampoo brands and purchased shampoo brands.

Research Methodology

This study is only based on primary data. Study was carried out in rural areas of Himachal Pradesh, India. For instance, 70% of Indian population resides in rural and 90% of population in Himachal Pradesh lives in rural areas (Verma and Rojhe, 2021). Toothpaste brands used in study were Colgate, pepsodent, patanjali, dabur red, close-up, babool, anchor and synsodyne. Shampoo brands used in study were dove, head and shoulders, clinic plus, sunsilk, patanjali, kesh king, panteene, and tresemme. In present study, multistage proportionate sampling technique was used for data collection. There are 12 districts in Himachal Pradesh and data for the study was collected from all 12 districts. To qualify for the study, the community was needed to qualify on three criteria's a) minimum population of 5000, b) (b) at least 75% of male workforce engaged in non- agricultural activities, and (c) a population density of over 400 persons per square kilometre (Census, 2011). Data of 550 respondents were collected with the help of self-administered questionnaire. Questionnaire enquires about the type of FMCG brands known, considered and brought by rural people.

Analysis

Ha: There is a significant relation between toothpaste known brands and acceptable brands

Table 5.1
Pearson correlation coefficient between toothpaste known and acceptable brands

		Colgate acceptable
	Pearson Correlation	.090*
Colgate Known	Sig. (2-tailed)	.045
		Pepsodent acceptable
	Pearson Correlation	.086*
Pepsodent known	Sig. (2-tailed)	.043
		Patanjali acceptable
	Pearson Correlation	.212**
Patanjali known	Sig. (2-tailed)	.000
		Dabar red acceptable
	Pearson Correlation	.244**
Dabur red known	Sig. (2-tailed)	.000
		Close-up acceptable
	Pearson Correlation	.246**
Close up known	Sig. (2-tailed)	.000
		Babool acceptable
	Pearson Correlation	.254**
Babool known	Sig. (2-tailed)	.000
		Anchor acceptable
	Pearson Correlation	.284**
Anchor known	Sig. (2-tailed)	.000
		Synsodyne accept
	Pearson Correlation	.343**
Synsodyne known	Sig. (2-tailed)	.000
		Any other accept
	Pearson Correlation	.881**
Any other known	Sig. (2-tailed)	.000
	N	550

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.1 shows toothpaste known brands are significantly and positively related to toothpaste accepted brands, Colgate ($r = .090^*$; $p < .05$), pepsodent ($r = .086^*$; $p < .05$), patanjali ($r = .212^{**}$; $p < .01$), dabur red ($r = .244^{**}$; $p < .01$), close-up ($r = .246^{**}$; $p < .01$), babool ($r = .254^{**}$; $p < .01$), anchor ($r = .284^{**}$; $p < .01$), synsodyne ($r = .343^{**}$; $p < .01$) and any other ($r = .881^{**}$; $p < .01$). Hence, hypothesis H_a is accepted.

Discussion

The result of the study proposes that there is a positive relation between known toothpaste brands and accepted toothpaste brands. This means rural people are more likely to purchase the brands they know. Moreover, examination indicates us that rural purchasing behaviour has tremendously changed over the past decades as they have become more conscious of brands in the market. Rural people no more goes by the old selling concept which says consumers will buy

anything which is presented to them but nowadays rural folks only purchase the product about which they have information about.

Ha: There is a significant relation between toothpaste acceptable brands and purchased brands

Table 5.2
Pearson correlation coefficient between toothpaste acceptable brands and purchased brands

		Colgate purchased
	Pearson Correlation	.996**
Colgate acceptable	Sig. (2-tailed)	.000
		Pepsodent purchased
	Pearson Correlation	1.000**
Pepsodent acceptable	Sig. (2-tailed)	.000
		Patanjali purchased
	Pearson Correlation	1.000**
Patanjali acceptable	Sig. (2-tailed)	.000
		Dabur red purchased
	Pearson Correlation	1.000**
Dabur red acceptable	Sig. (2-tailed)	.000
		Close-up purchased
	Pearson Correlation	1.000**
Close up acceptable	Sig. (2-tailed)	.000
		Babool purchased
	Pearson Correlation	1.000**
Babool acceptable	Sig. (2-tailed)	.000
		Anchor purchased
	Pearson Correlation	1.000**
Anchor acceptable	Sig. (2-tailed)	.000
		Synsodyne purchase
	Pearson Correlation	1.000**
Synsodyne acceptable	Sig. (2-tailed)	.000
		Any other purchased
	Pearson Correlation	1.000**
Any other acceptable	Sig. (2-tailed)	.000
	N	550

Table 5.2 shows toothpaste accepted brands are significantly and positively related to toothpaste purchased brands, Colgate ($r = .996^{**}$; $p < .01$), pepsodent ($r = 1.000^{**}$; $p < .01$), patanjali ($r = 1.000^{**}$; $p < .01$), dabur red ($r = 1.000^{**}$; $p < .01$), close-up ($r = 1.000^{**}$; $p < .01$), babool ($r = 1.000^{**}$; $p < .01$), anchor ($r = 1.000^{**}$; $p < .01$), synsodyne ($r = 1.000^{**}$; $p < .01$) and any other ($r = 1.000^{**}$; $p < .01$). Hence, hypothesis H_a is accepted.

Discussion

The outcome of the study shows that there is a significant positive relation between toothpaste accepted brands and purchased brands. This signifies that there is a positive relation between accepted and purchased brands, rural people always purchases accepted toothpaste brands. We can conclude that now a day's rural people are taking decision rationally not based on instinct. Formerly, decision of rural people was thought of to be irrational and instinctive but with change in time decision of rural people have become more information based. Rural people now tend to follow decision making process which starts with problem recognition and ends with post purchase behaviour. Rural people no more purchases by retailer's recommendation but asks for the specific brands they necessitate.

Ha: There is a significant relation between shampoo known brands and acceptable brands

Table 5.3
Pearson correlation coefficient between shampoo known and acceptable brands

		Clinic plus accepted
	Pearson Correlation	.996**
Clinic plus known	Sig. (2-tailed)	.000
		Sunsilk accepted
	Pearson Correlation	.713**
Sunsilk known	Sig. (2-tailed)	.000
		Patanjali accepted
	Pearson Correlation	.722**
Patanjali known	Sig. (2-tailed)	.000
		Head and shoulders accepted
	Pearson Correlation	.708**
Head and shoulders known	Sig. (2-tailed)	.000
		Dove accepted
	Pearson Correlation	.719**
Dove known	Sig. (2-tailed)	.000
		Panteene accepted
	Pearson Correlation	.732**
Panteene known	Sig. (2-tailed)	.000
		Kesh king accepted
	Pearson Correlation	.716**
Kesh king known	Sig. (2-tailed)	.000
		Tresemme accepted
	Pearson Correlation	.750**
Tresemme known	Sig. (2-tailed)	.000
		Any other accepted
	Pearson Correlation	.998**
Any other known	Sig. (2-tailed)	.000

	N	550
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*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.3 shows shampoo known brands are significantly and positively related to shampoo accepted brands, clinic plus ($r = .996^{**}$; $p < .01$), sunsilk ($r = .713^{**}$; $p < .01$), patanjali ($r = .722^{**}$; $p < .01$), head and shoulders ($r = .708^{**}$; $p < .01$), dove ($r = .719^{**}$; $p < .01$), panteene ($r = .732^{**}$; $p < .01$), kesh king ($r = .716^{**}$; $p < .01$), tresemme ($r = .750^{**}$; $p < .01$) and any other ($r = .998^{**}$; $p < .01$). Hence, hypothesis H_a is accepted.

Discussion

The aftermath of the study shows that shampoo known brands are significantly and positively related to shampoo acceptable brands. This displays us that rural folk's only purchases shampoo brands which are known to them. Moreover, it shows us that country folks are becoming more knowledgeable and significance motivated, they are being subjective by urban consumption configuration. With increase in their earnings their desire to satisfy needs and wants have led to demand for various durables products (Das, 2018). As rural consumers are area of opportunities and challenges for Indian fmcg corporates. The vast size and demand base for more than 60% of the consumers of fmcg products are in rural market. Rural India adds to over partial of the GDP of India (Jha and Chauhan, 2015). As rural market is changing so is their demand and consumption pattern of shampoo product category of fmcg.

Ha: There is a significant relation between shampoo accepted brands and purchased brands

Table 5.4

Pearson correlation coefficient between shampoo accepted and purchased brands

		Clinic plus purchased
	Pearson Correlation	.992**
Clinic plus accepted	Sig. (2-tailed)	.000
		Sunsilk purchased
	Pearson Correlation	.984**
Sunsilk accepted	Sig. (2-tailed)	.000
		Patanjali purchased
	Pearson Correlation	.989**
Patanjali accepted	Sig. (2-tailed)	.000
		Head and shoulders purchased
	Pearson Correlation	.991**
Head and shoulders accepted	Sig. (2-tailed)	.000
		Dove purchased
	Pearson Correlation	.996**

Dove accepted	Sig. (2-tailed)	.000
		Panteene purchased
	Pearson Correlation	.994**
Panteene accepted	Sig. (2-tailed)	.000
		Kesh king purchased
	Pearson Correlation	.996**
Kesh king accepted	Sig. (2-tailed)	.000
		Tresemme purchased
	Pearson Correlation	.996**
Tresemme accepted	Sig. (2-tailed)	.000
		Any other purchased
	Pearson Correlation	1.000**
Any other accepted	Sig. (2-tailed)	.000
	N	550

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5.4 shows shampoo accepted brands are significantly and positively related to shampoo purchased brands, clinic plus ($r = .992^{**}$; $p < .01$), sunsilk ($r = .984^{**}$; $p < .01$), patanjali ($r = .989^{**}$; $p < .01$), head and shoulders ($r = .991^{**}$; $p < .01$), dove ($r = .996^{**}$; $p < .01$), panteene ($r = .994^{**}$; $p < .01$), kesh king ($r = .996^{**}$; $p < .01$), tresemme ($r = .996^{**}$; $p < .01$) and any other ($r = 1.000^{**}$; $p < .01$). Hence, hypothesis H_a is accepted.

5.4.1 Discussion

The study expresses the shampoo accepted brands are significantly and positively related to shampoo purchased brands. There is an expressively positive relation between shampoo accepted and purchased brands which implies that rural people only purchases shampoo brands accepted to them. Moreover, our results suggest that Indian rural market is much encouraging for shampoo product. The shampoo market is the fastest growing item within personal product category. The Indian shampoo market is projected at around US\$ 550 million thus, there is a substantial opportunity for enlargement by converting non-users. As rural shampoo market is getting high consideration, it's ample obligatory to comprehend the typical behaviour of the rustic shoppers (Sahoo and Katare, 2012). However, increasing western influence, media infiltration, fluctuating lifestyles of rural grassroots, increase in disposable income and developing awareness for hair care and dream of healthy hair have resulted a piercing change in consumption pattern of shampoo for rural consumers (Datta and Nath, 2019).

Conclusion

Research shows that there is a positive correlation between toothpaste brands known to the rural consumers and brands accepted by them. Accepted brands means the brands which are considered before purchasing by rural consumers. Moreover, there was perfect positive correlation between the brands accepted/considered by rural folks for purchasing and the brands purchased by rural folks. However, from analysis we can interpret that there is also a positive correlation between shampoo brands known to the rural folks and considered by them pre-

purchase. Furthermore, research even shows that there is perfect positive correlation between considered/accepted shampoo brands and the purchased shampoo brands. Additionally, we can contradict from investigation that if there is positive correlation between brands known and brands accepted for purchasing and brands accepted and brands purchased than we can conclude that there must be positive correlation between brands known and brands purchased. Study clearly indicates that in today's day and era rural consumer take conscious decision of purchasing and do not purchase anything and everything presented to them. If any fmcg establishment wants to capture rural market, they must invest heavily in publicizing of their product so that rural folks are made aware as gone are the days when rural people were considered unaware about market. In current age rural consumers are as aware about market as their urban counterparts.

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