Rural Customer’s Perception of Brand Impact by Brand Ambassador in Indian Scenario

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ABSTRACT

In India there are more than 1,75,689 plus Villages are present. As per the study we like to do a research on the village People’s mind sets by using Brand Ambassador’s in their daily products. Which we commonly called as FMCG. In this research as per our convenience, we have a selected a reason Chittoor and randomly selected four villages for the Pilot study.

In this project we find out the capacity to buy the product, willingness to buy the product with comparative analysis with Brand Ambassador’s.

Keywords— Rural customer, Brand, Brand Ambassador, SPSS 20 & Relations

I. INTRODUCTION

Advertising is one of the oldest methods for mass educating and make tempting to buy the products and the system is consent from Ancient civilizations. But branding is just like a Spices added in the main core. Branding is nothing but selecting a famous personality and recommending him/or to support a particular product in a way of presenting. In India, we have two types of markets which are commonly called as FMCG goods and slowly moving goods. In these two types of products we selected FMCG products as our content because in comparatively FMCG products are circulating more than the other goods²⁴⁶⁸.

1.2 RESEARCH GAP:

In our project we try to find out whether the people buying the products only because Impact of the Brand Ambassador’s with hypothesis of quality and price.

II. DEFINITIONS OF BRANDING AND BRAND AMBASSADOR’S

2.1. BRANDING DEFINITION

According to philip Kotler. “The process involved in creating a unique name and image for a product in the consumers’ mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers⁴⁶.”

III. REVIEW LITERATURE

3.1. HISTORICAL EVIDENCE

The word marketing is derive from Latin word. It is called one of the oldest technique of promoting good to the enterprises to the end user called customer or consumer. This marketing concept is evaluated earlier of 17⁷th Century⁹. The first marketing technique is evolved as “word of mouth”. With this technique the branding of the goods will be transformed with the help of the consumer itself. This process take place as if a customer in a market purchase the good and get satisfied of its quality and price then the customer used to share his/her feelings about that product to his pals and civilians by the way the product is branded⁶. This process is highly recommended is successful up to competition era started. Then every producer is started branding his product by shouting by voice into the market of his product features and attract the customers in around the market. But this process has more limitations. According to Adam Smith, father of the economics⁵ The economic profit of the product is not only dependent on quantity it also includes the awareness and tempting nature of the product⁹. From that generation to today there are many concepts evolved in the fields of branding⁶.

IV. PILOT PROJECT

As per the requirements to test the relation, impact of branding with brand ambassadors is only tested
with a survey project. So we selected four villages as sample in Chittoor district therefore the population of the villages are consequent to the district population it is vice versa to the national population. These villages are selecting figured on the base of the conditions of the villages are not completely country side nor urban villages. Whereas, the population has variety of attributes such as different age groups, knowledge groups, working groups and the most common point is these people are using the products which we selected for the project. And we collected 457 Questionnaires in that we are sorted with 413 sheets as final and the balance were cancelled on the basis of bias. After testing the impact of the people we evolved a peculiar common behaviour among the customers. This can be easily explained with the help of the following figure.

![Diagram of Tempting Factors]

**Figure 1: Tempting Factors**

4.1 QUALITY:

Quality is nothing but the durability of the product for the price paid in marketing\(^ {10}\). As we studied from the questionnaire method we understood that most of the countryside people has low level of literacy rate. So the people are unable to understand the informational pedagogical system of the product\(^ 8\). They only give importance to the following factors possessing products has high level of quality in nature. Such as high price, high recommended branded, attractive packing and availability of the product. These perceptions will have the effect upto consumer consumes the product. After the consumptions the past effects of the features will be replaced.

4.2 QUANTITY:

When a product is highly branded and the quantity of the product is lesser to the comparative of the price then countryside customer things as it is a forbidden product for their lives and proudly accept the quantity vice versa to the nature of the quality as we discussed as above.

4.3 CAPACITY TO BUY:

When a person attracted towards the product that is not meant by he can purchases the good even in FMCG good the price of the good is less sometime the buyer thinks that the particular product will make him to cross this budget. This are the fiscal tool for our study\(^ {4&5}\).

### 4.4 Tempting Nature:

When a product has the positive impact on above all three factors then it will generally will create the tempting nature the minds of the customers in that stage customer show interest to buy the good. But his investigation mine will defiantly respond on it and tell him that “Lets test the product, weathered it is as good as branded” if this statement is true then the consumer of the product will trust to bye as long as possible. But in case of failure he never trust it even it is branded by his brand ambassador. In this case the consumer will have two ways of selection on the base of factors to select product with brand and with out.

### V. AIM AND OBJECTIVES OF THE STUDY

Based on the review of existing literature, this product addresses the following objectives of the study:

1. To find out the effect of Brand Ambassador on the product.
2. To find out the relationship between the similar products with & without Brand Ambassador’s.
3. The hypothesis test on \( H_0 \) and \( H_1 \) on branding with Brand Ambassador’s.

### VI. METHODOLOGY OF PILOT PROJECT

The project evaluates the psychological process of approaching the country side people with the help of Questionnaire it is essentially fact finding the study of the customer’s behavior. This Questionnaire is sorted with an execution framework of the five rector scale, Congenital Questionnaire (yes or no). Under particular FMG’s production line which involves the product lines like Dental care, bathing Soaps, Cosmetics and Skin care products\(^ 2\).

As per the researcher’s convenience in above four product lines the product selected are in the following list with the competitive product in the table.

<table>
<thead>
<tr>
<th>Category</th>
<th>Group-I</th>
<th>Group-II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental care</td>
<td>COLGATE PEPSODENT</td>
<td>Danthcal Four hands</td>
</tr>
<tr>
<td>Bathing Soaps</td>
<td>Lux Santoor</td>
<td>Mysore Sandal Cinthol</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>Lakme Dazler</td>
<td>Eyteex Vicco Turmelic</td>
</tr>
<tr>
<td>Skin care products</td>
<td>Vaseline</td>
<td>Ponds</td>
</tr>
</tbody>
</table>

Table 1: FMCG good selected for the project
6.1 First Hand Data
First hand data is nothing but Primary data that is collected in the period of research held. We collected this data by using Questionnaire’s some are the given below for the purpose of reference.
✓ How do you recognise your product?
✓ How do you recognise your product with or without Brand Ambassador?
✓ If your product is make you feel lesser value to the price. But higher recommended by your brand ambassador you rate yet?
✓ If a product you consumed is more worth than your brand ambassador’s product then how do you rate yet?
✓ If a pioneer product is branded by your brand ambassador how much is tempting to rate
6.2 Second Hand Data
Second Hand Data is nothing but Secondary data that data is collected from various magazines, articles, websites etc., in addition to the structured Interviews and unstructured Interviews conducted for the few country side qualified people.
6.3 Statistical Tools used for data collection
A Questionnaire framed a system with including of Psychological twisting in analysing grapping of data from inner minds of the consumers. This Questionnaire is mainly framed as three theories of Questionnaire system
1. Positive theory Questions
2. Five rector theory Questions
3. Psychological system Questions.
6.3.1 Statistical Analysis Tools
In our pilot study we used SPSS Software version 2.0 as of the tools of hypothesis tests syndicate elementary test and standard deviation test. As per the data collection from the various respondents of the sample area, analysis reports as if the following table with ten rector scale. Consumption of the products list as follow.

<table>
<thead>
<tr>
<th>Category</th>
<th>Group-I Perception on ten rector scale</th>
<th>Group-II Perception on ten rector scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental care</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Bathing Soaps</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Skin care products</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

Table 2: perception sheet with SPSS

VII. INTERPRETATIONS
By the result of the analysis report we can estimated there are circle independent factor relational manage mental system of branding. The main identified factors of hypothesis is H₀:
The customers are tempted through brand ambassador to buy the product not for the alternative hypothesis. Quality of the product shows the effect and consumption but the advertisements of brand ambassador of entertain.

VIII. EPILOGUES
By observing the highlights of products the effects of branding a product we came to understate that the rural people is definitely entertaining the advertisements. But not accepting the real products as vice versa. But this technique definitely works for pioneer products that to for the first time.

IX. CONTRIBUTIONS
All the authors has equal importance and contributions towards this paper. And we special thanks to the Prof. Allahamad (Gilgiga University) Africa. How has helped us for secondary data.

REFERENCES