

## Brand Preference and Brand Switching Behavior among Rural Customers towards Bath Soaps: Special Reference to Mandya District

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### ABSTRACT

Rural customer Brand preference and brand switching is an important step to understand the rural customer selection behavior and brand preference reveals the type of attributes a brand possesses. With more and more current young generation in rural area who are more skin conscious than other factors have transformation of the industry. But still middle class and lower-middle class population a larger in rural area and their characteristics of selection are altogether different. So, there is a larger scope for customer research as the customer taste, customer preference, customer wants and likes Etc.,

Brand switching often because of financial, psychological, sociological and some other factors. The current study has been undertaken to know the satisfaction of the rural consumer towards various brands of bath soaps and to know the potential target of the population in the rural market matched with different marketing mixes and other marketing strategies to be chosen for implementation

**Keywords:** Brand, Brand Preference, Rural Customer, Brand Switching, Bath Soaps.

### INTRODUCTION:

**Rural marketing** is the process of manufacturing, pricing, promoting, and distributing the products of rural areas to make the Rural customer to satisfaction and to achieve the organizational aims and goals. It creates the more awareness and accessibility to new rural products and services.

**Brand:** is a name, it is a Symbol, and other marker that Manufacturer are use to differentiate their product or services from their competitors to get a public identity”.

**Brand Preference:** “Brand preference is when a consumer identifies a selected product and makes that brand a part of their regular buying. This might come after a consumer tests other product and services trying out the competition but ultimately settling on one predominant brand.”

**Brand Switching behavior:** when a company’s loyal customers choose to purchase products from another brand”.

### Rural:

Rural is “a village with less than 5000 population and out of that male population 75% are engaged in agricultural work”.

The Indian census defined any residence with a less than 400 per sq km population density, where minimum 75% of male population are agriculturist and no more exists of municipality or board, as a rural resident.

Understanding customer is very necessary for all marketers in the world. Thus, India and India’s rural Customers are not an exceptional, but most important as a major Indian population lives in villages. Rural customers are different due to culture, buying capacity, religion,

social groups, traditions and beliefs, which impact the decision-making process. All these factors are influencing consumer buying decision process of rural customers.

The manufacturing of soap industry is the earliest Industries are running in the rural market in India. Morethan 60% of bath soaps are Manufactured are done sales in Indian Local Markets. bigger acquaintance excellence in improvement and creating more opportunities to many bath soap industries. Manufacturing different ranges and sizes of soaps help to targeting the low-income groups customers. As per the current survey say that there are more than five million retail outlets are selling soaps out of which more than 75% operates in Indian village areas.

Ayurvedic and Herbal soaps category are the fastest growing market in India, Patanjali, Himalaya, Medi mix, and Chandrika Major the herbal and medicinal soap component. The Government of India has taken lots of initiation to motivates the highly hygiene and health related development of bath soaps manufacturing industries.

### Elements of Indian Rural Market.

The Indian soap market is elements based on brands (Lifebuoy, Medimix, Patanjali, Lux, Mysore sandal, santoor, pears, dove, and many more.) category of Beauty Related soaps, healthy soaps & other category, and Manufacturer of the soap markets are HUL, Indian Tobacco Company, Karnataka Soaps and Detergent Ltd, Wipro consumer care and other consumer care companies.

### REVIEW OF LITERATURE:

**AnilKumar S Hagargi (2011)** conducted Research of rural market in India of Some Opportunities and challenges” Studied that Though country rural market

offers tremendous opportunities for all company to tap. But similarly, there are many difficulties in understanding the Indian rural markets”.

In a study conducted by **Kiran Mishra (2022)**. Research on “Transformation of Rural Market with the Aid of Digital Marketing”. Studied that how rural customers are clever approach to transform their way of life by using the internet due to digital marketing. Currently Rural customer may be having some challenges but in the long run, digital technology will improve consumption in rural India.

**Dr. Hari Kiran Dr. T M Hemalatha (2018)**. “Conducted research more focused on advertisement and branded product. The strategies of advertisements attract many new customers. They provide high preference to customer satisfaction.

**Dr. V Sridevi (2022)** “A study on perception of Brand Cloth Preference among young customers” Here she explained about how youngsters are preferring branded attire and reasons for the switch over to another brand.

**N Ramachandran (2013)**. Conducted research on “Brand switching & Buying Behavior”. This study talks about the how buying decisions will get influence by many variables, like personal factors, demographic, cultural and social factor etc. through this consumer preference will change by one brand to another brand.

**Dr. Viral Bhatt (2018)**. Conducted research on This survey tells that consumer buying behaviour not only influenced by varies factors but also most of the time its affected by marketing mix such as product, price, place & Promotion.

**Manjith singh (2019)**. Conducted research study conducted that to understand the factors influence the quality of service, price of the product, Trust and Brand image which influence the Indian young consumers to switchover brand in cellular networks.

**Lina Gegeckaitė (2011)**. Conducted research on “Factors of customer satisfaction on services” The study about the customer satisfaction is to know that how organisation makes their customer maximum satisfied, charmed through development of Indian customer satisfaction, understand the behaviour of customer and analyse their expectations and covet.

**Udith Agarwal, Anachal Gupta (2018)** conducted research of **Brand Image on Consumer Purchasing behavior**. The study is clearly stated that importance of advertisement to build a brand image and the important role of brand image in influencing the buying pattern.

## RESEARCH METHODOLOGY

Research methodology is very important part of the research. It gives the direction and navigates the researcher in the entire process of research.

This research is an attempt to understand the brand preference and brand switching behavior of rural customers to enhance knowledge about the bath soaps and to be able to understand the Problem of research, it is an important to know the Brand preference and switching

behavior among rural customers. Used method of a simple random sampling was considered.

### List of Variables used for studies:

**Independent Variable:** Gender, age, Level of education, Marital status, Brand experience, Price consciousness, sales promotion.

**Dependent Variable:** Brand Preference and Brand switching behavior.

### Scope of study:

This study covers the More recognition of Brand Preference and Brand switching behavior towards bath soaps in the Malavalli taluk and study helps to find out which are the factors influence the rural customer to buy a particular brand or switching for another Brand.

### Research objectives:

#### Primary objectives:

To analyze and understand the rural customer Brand Preference and Brand switching behavior towards bath soaps reference to Malavalli Taluk of Mandya Districts, Karnataka

#### Secondary objectives:

To analyse demographic factors, influence like Age, gender, level of education and marital status on Brand preference and Brand switching behaviour towards bath soaps of rural customer.

To analyse the Brand preference, intention, experience and attributes associated with current Brand among rural customers.

To analyse the perception of the price and brand appearance with current brand among rural customers.

To analyse the intentions, price consciousness and sales promotion influence for brand switching behaviour to current brand among rural customers.

### Research sampling:

I used simple random sampling for my studies and also convenient sampling method was considered. I selected respondents for the questionnaire from the place of Malavalli taluk Mandya districts. the main focus of questionnaire considered is factors influencing rural customers Brand Preference and Brand switching behaviour while purchasing the bath soaps.

### Data collection:

With the help of research objectives, the questionnaires are developed for the study consisting of open and close ended questions are comparing Likert’s 5 points scale questions ranging from strongly disagree to strongly agree with some ranking questions also. The questionnaire has been divided into 3 segments namely, demographic details, Brand Usage particulars and factors of Brand preference and Brand Switching.

### Sources of Data

The sources of data used for current study was both primary source and secondary sources of data.

With the help of the questionnaire, the primary data was collected through Google form. total 212 samples collected from Malavalli taluk of Mandya District.

Secondary data: present the study is more focused on rural customers, there are many studies of research are conducted on rural customer and many papers and journals has been used for confirming the title and setting of objectives & fixing the hypothesis. The close aspects of theory referred from many Library books, Related journals & websites have been helped in constructing the different variables to study or research.

**Analysis tools used for study:**

Collected data analyzed by using appropriate statistical tools and technique for prove the selected hypothesis.

The following tools are used for analysis.

Percentage Analysis

Reliability Test

Descriptive Analysis

One -way Anova test

**Hypothesis:**

Gender is impact on Brand preference of rural consumer while shopping a bath soap

Gender is impact on Brand switching of rural consumer while shopping a bath soap

Age is impact of reasons for price consciences on Brand switching of rural consumer while shopping a bath soap

Age is impact of reasons for sales promotion on Brand switching of rural consumer while shopping a bath soap

**GENDER**

**Table 1: Gender Distribution of Respondents**

Gender	COUNTS	% of Total	Cumulative %
MALE	100	47.2 %	47.2 %
FEMALE	112	52.8 %	100.0 %

**Interpretation:**

table 3.1.1 illustrates that, when compare to male female respondents are more because Gents respondents are 47.2% whereas the ladies respondents are 52.8%.

**Table 2: Age Distribution of Respondents**

**3.1.2. AGE**

Age	Counts	% of Total	Cumulative %
Below 20 years	69	32.5 %	32.5 %
21 - 30 years	112	52.8 %	85.4 %

Level of education Intention of repurchase and Experience of current brand influence on Brand preference of rural customer while shopping a bath soap

**Limitation of study:**

This study is the restricted to Malavalli taluk of Mandya District only. Findings of this research may or may not be generalized for other regions in the districts or states.

The information provided by the respondents may not be consistent.

**An overview of Mandya district**

Districts of Mandya consists 7 taluks and The total area of the Mandya district is 4,99,245 hectares, in that 2,54,067 hectares are using for agricultural purpose. Out of total area 94,779 Hectares are irrigated land. From the total population, More than five lakh peoples are engaged in the field of agriculture.

Malavalli is a famous taluk in Mandya district of Karnataka state. This is one among 7 taluks of Mandya district. There are 186 villages in taluk and 1 town in Malavalli taluk. as per the Indian census data of 2011, this taluk has 66920 households with the population of 2,83,265 out of which 1,42,698 are Gents and 1,40,567 are Ladies and kids between age 0-6 is 27,303. The total area of Malavalli taluk is 810 Sq. km. with population density of 360 per sq.km. Malavalli city is a vibrant and active Local market it stretches for a whole length of 5 KM.

**Data Analysis and interpretation**

The collected data is tabulating and transferred using MS Excel and analyzed with the help of the Jamovi and SPSS tools.

**3.1. Percentage Analysis**

31-40 years	19	9.0 %	94.3 %
More than 40 years	12	5.7 %	100.0 %

**Interpretation:**

Table 3.1.2 reveals that, respondents of age group between 21-30 years are 52.8%. the respondents of age group between below 20 years are 32.5%. it shows that clearly more young generation people are participated in survey.in the age group between 31-40 are 9.0%. and 5.7% respondents are 40 and above age.

**Table 3: Level of Education of Respondents**

**3.1.3. LEVEL OF EDUCATION**

Level of education	COUNTS	% of Total	Cumulative %
High school & below	9	4.2 %	4.2 %
Diploma / UG	77	36.3 %	40.6 %
PG and above	126	59.4 %	100.0 %

**Interpretation:**

Table 3.1.3 shows that 59.4% of the respondents are PG and above, 36.3% of the respondents are Diploma / UG Level and high school & below respondents are only 4.2%. Thus, it reveals that majority respondents are studied PG and above.

**Table 4: Marital Status of Respondents**

3.1.4. MARITAL STATUS			
Marital status	COUNTS	% of Total	Cumulative %
SINGLE	182	85.8 %	85.8 %
MARRIED	30	14.2 %	100.0 %

**Interpretation:**

Table 3.1.4 shows that 85.8% of the respondents are single or Unmarried and only 14.2% of the respondents are married. So, it reveals that majority respondents are unmarried.

**Table 5: Preferred Soap Brand Among Respondents**

**3.1.5. Frequencies of Which is your preferred type of Soap Brand?**

Which is your preferred type of Soap Brand?	Counts	% of Total	Cumulative %
Lifebuoy	22	10.4 %	10.4 %
Lux	10	4.7 %	15.1 %

Dove	29	13.7 %	28.8 %
Santoor	31	14.6 %	43.4 %
Medimix	8	3.8 %	47.2 %
Dettol	5	2.4 %	49.5 %
Mysore Sandal Soap	50	23.6 %	73.1 %
Patanjali	2	0.9 %	74.1 %
Others	55	25.9 %	100.0 %

**Interpretation:**

Table 3.1.5 reveals that 25.9% of the respondents are using different soaps other than above mentioned soaps, 23.6% of the respondents are preferring Mysore sandal soap, 14.6% of the respondents are using Santoor, 13.7% of the respondents are using Dove soap, 10.4% of the respondents are using lifebuoy soaps and LUX, Medimix, Dettol, Patanjali are 4.7%, 3.8%, 2.4%, 0.9% respondents are using.

**RELIABILITY TEST**

**3.2.1 Reliability test for Brand Preference**

**Table 6: Reliability Statistics for Brand Preference Scale**

SL No	Item Statistics				Scale Reliability Statistics
	Statements	N	Mean	SD	
1	This brand tries to put me in a good mood	212	3.74	0.915	Cronbach's $\alpha$  0.842
2	The brand is reasonably priced	212	3.67	0.805	
3	I like this brand more than any other brand of soap	212	3.7	0.904	
4	I will may buy the same brand again	212	3.78	0.889	
5	This brand makes a strong impression on my visual sense	212	3.54	0.92	
6	This brand is more than a soap	212	3.32	0.968	
7	This brand reflects who I am	212	2.94	1.069	

**Interpretation:**

The Cronbach’s Alpha is 0.842 for 7 items of Brand Preference which indicates that there is high level of internal consistency for the scale items with the sample.

**3.2.2 Reliability test for Brand switching behavior**

**Table 7: Reliability Statistics for Brand Switching Behavior Scale**

SL No	Item Statistics				Scale Reliability Statistics
	Statements	N	Mean	SD	
1	The reason for changing soaps brands is usually because of dissatisfaction	212	3.29	1.048	Cronbach's $\alpha$  0.784
2	I am usually motivated by promotions	212	2.94	1.04	
3	I usually change to another brand because of its price is very reasonable	212	2.94	1.058	
4	I I Usually change to another brand due to high-level product	212	2.68	1.03	
5	Due to price discount I have switched to another brand	212	2.61	0.989	
6	Due to extra quantity, I get I switched to another brand	212	2.64	1.009	
7	I usually buy soaps when they are on offer or price cuts	212	2.77	1.051	
8	Due to buy one get one offer I have switched to another brand	212	2.47	1.009	

**Interpretation:**

The Cronbach's Alpha is 0.784 for 8 items of Brand Preference which indicates that there is high level of internal consistency for the scale items with the sample.

**One-way ANNOVA**

**Hypotheses-1** Gender is impact on Brand preference of rural consumer while shopping a bath soap

**3.3.1a. Gender impact on brand preference Descriptive**

**Table 8: Descriptive Statistics – Gender Impact on Brand Preference**

	Gender	N	Mean	SD	SE
This brand tries to put me in a good mood	Male	100	3.71	0.844	0.0844
	Female	112	3.77	0.977	0.0923
The brand is reasonably priced	Male	100	3.58	0.878	0.0878
	Female	112	3.75	0.729	0.0689
I like this brand more than any other brand of soap	Male	100	3.58	1.007	0.1007
	Female	112	3.81	0.789	0.0745

I will probably buy the same brand again	Male	100	3.67	0.954	0.0954
	Female	112	3.88	0.818	0.0773
This brand makes a strong impression on my visual sense	Male	100	3.44	0.967	0.0967
	Female	112	3.63	0.87	0.0822
This brand is more than a soap	Male	100	3.21	0.998	0.0998
	Female	112	3.41	0.935	0.0884
This brand reflects who I am	Male	100	2.9	1.106	0.1106
	Female	112	2.98	1.04	0.0982

### 3.3.1b. gender impact on brand preference ANOVA

		Sum of squares	df	Mean Square	F	Sig.
S1	Between the Groups	39.171	1	39.171	5.205	.024
	Within the Groups	1580.301	210	7.525		
	Total	1619.472	211			
S2	Between Groups	.177	1	.177	.210	.647
	Within Groups	176.554	210	.841		
	Total	176.731	211			
S3	Between Groups	1.527	1	1.527	2.369	.125
	Within Groups	135.360	210	.645		
	Total	136.887	211			
S4	Between Groups	2.856	1	2.856	3.540	.061
	Within Groups	169.423	210	.807		
	Total	172.278	211			
S5	Between Groups	2.220	1	2.220	2.837	.094
	Within Groups	164.360	210	.783		

	Total	166.580	211			
S6	Between Groups	1.987	1	1.987	2.362	.126
	Within Groups	176.631	210	.841		
	Total	178.618	211			
S7	Between Groups	2.128	1	2.128	2.284	.132
	Within Groups	195.697	210	.932		
	Total	197.825	211			

Table 3.3.1b. ANOVA table shows clear information about how gender impact on Brand preference except This brand tries to put me in a good mood its only having significance level with 95% confidence at 5% level of significance  $0.024 < 0.05$  other than that remaining values are 0.647, 0.125, .061, .094, .126, .132 respectively, it says that hypothesis 1 is proved

**Hypotheses-2** Gender is impact on Brand switching of rural consumer while shopping a bath soap

**3.3.2 a. Gender impact on brand switching behavior Descriptive**

**Table 9: ANOVA – Gender Impact on Brand Preference**

	Gender	N	Mean	SD	SE
The reason for changing soaps brands is usually because of	Male	100	3.35	1.038	0.1038
	Female	112	3.24	1.059	0.1001
I am usually motivated by promotions	Male	100	2.83	1.045	0.1045
	Female	112	3.04	1.03	0.0974
I usually change to another brand because of its reasonable price	Male	100	3.16	1.012	0.1012
	Female	112	2.74	1.063	0.1005
I Usually change to another brand because it is a high-level product with high level price	Male	100	2.66	1.007	0.1007
	Female	112	2.71	1.054	0.0996
I have switched to a competing brand due to price discount	Male	100	2.7	0.959	0.0959
	Female	112	2.54	1.013	0.0957
I have switched to another brand due to extra quantity I get	Male	100	2.7	0.99	0.099
	Female	112	2.59	1.027	0.0971
	Male	100	2.76	1.016	0.1016

I usually buy soaps when they are on offer or price cuts	Female	112	2.79	1.086	0.1026
I have switched to another brand due to buy one get one offer	Male	100	2.5	1.059	0.1059
	Female	112	2.44	0.966	0.0913

**3.3.2b. Gender impact on brand switching behavior ANOVA**

**Table 10: Descriptive Statistics – Gender Impact on Brand Switching Behavior**

		Sum of squares	Df	Mean Square	F	Sig.
S8	Between the Groups	.356	1	.356	.311	.578
	Within the Groups	240.964	210	1.147		
	Total	241.321	211			
S9	Between Groups	.627	1	.627	.569	.451
	Within Groups	231.241	210	1.101		
	Total	231.868	211			
S10	Between the Groups	2.236	1	2.236	2.078	.151
	Within the Groups	225.967	210	1.076		
	Total	228.203	211			
S11	Between the Groups	9.272	1	9.272	8.580	.004
	Within the Groups	226.931	210	1.081		
	Total	236.203	211			
S12	Between Groups	.109	1	.109	.102	.750
	Within Groups	223.717	210	1.065		
	Total	223.825	211			
S13	Between Groups	1.426	1	1.426	1.462	.228
	Within Groups	204.857	210	.976		
	Total	206.283	211			

S14	Between Groups	.689	1	.689	.673	.413
	Within Groups	213.937	209	1.024		
	Total	214.626	210			
S15	Between Groups	.049	1	.049	.044	.835
	Within Groups	232.980	208	1.120		
	Total	233.029	209			

Table 3.3.2b. ANOVA table shows clear information about how gender impact on Brand switching except due to high – level product with high level price I will switch to another brand its only having significance level is applied with 95% confidence at 5 % level of significance.  $0.004 < 0.05$  other than those remaining values .451, .151, .750, .228, .413, .835, it says that hypothesis 2 is proved

**Hypotheses-3** Age is impact of reasons for price consciences on Brand switching of rural consumer while shopping a bath soap

### 3.3.3 a. Age is impact of reasons for price consciences on brand switching behavior Descriptive

**Table 11: ANOVA – Gender Impact on Brand Switching Behavior**

	Age	N	Mean	SD	SE
The reason for changing soaps brands is usually because of its reasonable price	Below 20 years	69	3.26	1.01	0.1215
	21 - 30 years	112	3.25	1.127	0.1065
	31-40 years	19	3.58	0.769	0.1763
	More than 40 years	12	3.42	0.9	0.2599
I usually change to another brand because of its reasonable in price	Below 20 years	69	2.97	0.97	0.1167
	21 - 30 years	112	2.89	1.126	0.1064
	31-40 years	19	3.16	1.068	0.245
	More than 40 years	12	2.83	0.937	0.2706
I Usually change to another brand because it is a high level of product with relatively high price	Below 20 years	69	2.58	0.914	0.11
	21 - 30 years	112	2.65	1.037	0.098
	31-40 years	19	2.95	1.268	0.2909

	More than 40 years	12	3.17	1.115	0.3218
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**3.3.3b. Age is impact of reasons for price consciences on brand switching behavior ANOVA**

**Table 12: Descriptive Statistics – Age Impact on Price Consciousness in Brand Switching**

		Sum of Squares	Df	Mean Square	F	Sig.
S9	Between the groups	2.015	3	.672	.608	.611
	Within the groups	229.853	208	1.105		
	Total	231.868	211			
S11	Between Groups	1.354	3	.451	.400	.753
	Within Groups	234.849	208	1.129		
	Total	236.203	211			
S12	Between Groups	4.980	3	1.660	1.578	.196
	Within Groups	218.845	208	1.052		
	Total	223.825	211			

Table 3.3.3b. ANOVA table shows clear information about how Age impact of reasons for price consciences on Brand switching behavior the level of significance is at level 5% of significance with 95% confidence .611, .753, .196 respectively it is > 0.05. it says that hypothesis 3 is proved

**Hypotheses-4** Age is impact of reasons sales promotion on Brand switching of rural consumer while shopping a bath soap

**3.3.4 a. Age is impact of reasons for sales promotion on brand switching behavior Descriptive**

**Table 13: ANOVA – Age Impact on Price Consciousness in Brand Switching**

	Age	N	Mean	SD	SE
I am usually motivated by promotions	Below 20 years	69	3	1.043	0.1256
	21 - 30 years	112	2.88	1.029	0.0972
	31-40 years	19	2.84	1.068	0.245
	More than 40 years	12	3.25	1.138	0.3286
I have switched to a competing brand due to price discount	Below 20 years	69	2.57	0.899	0.1082
	21 - 30 years	112	2.63	1.013	0.0958

	31-40 years	19	2.74	1.147	0.2632
	More than 40 years	12	2.5	1.087	0.3138
I have switched to another brand due to extra quantity I get	Below 20 years	69	2.58	0.864	0.1041
	21 - 30 years	112	2.6	1.044	0.0986
	31-40 years	19	3.05	1.129	0.259
	More than 40 years	12	2.75	1.215	0.3509
I usually buy soaps when they are on offer or price cuts	Below 20 years	69	2.62	0.925	0.1114
	21 - 30 years	112	2.79	1.108	0.1047
	31-40 years	19	3	0.943	0.2163
	More than 40 years	12	3.08	1.311	0.3786
I have switched to another brand due to buy one get one offer	Below 20 years	69	2.41	1.005	0.1209
	21 - 30 years	112	2.42	1.019	0.0963
	31-40 years	19	2.74	0.872	0.2
	More than 40 years	12	2.83	1.115	0.3218

### 3.3.4b.Age is impact of reasons for sales promotion on brand switching behavior ANNOVA

Table 14: Descriptive Statistics – Age Impact on Sales Promotion in Brand Switching

ANOVA						
		Sum of squares	Df	Mean Square	F	Sig.
S10	Between the groups	1.935	3	.645	.593	.620
	Within the groups	226.267	208	1.088		
	Total	228.203	211			
S13	Between Groups	.651	3	.217	.220	.883
	Within Groups	205.632	208	.989		
	Total	206.283	211			
S14	Between Groups	3.860	3	1.287	1.264	.288
	Within Groups	210.766	207	1.018		

	Total	214.626	210			
S15	Between Groups	3.718	3	1.239	1.113	.345
	Within Groups	229.310	206	1.113		
	Total	233.029	209			
S16	Between Groups	3.504	3	1.168	1.150	.330
	Within Groups	211.265	208	1.016		
	Total	214.769	211			

Table 3.3.4b. ANOVA table shows clear information about how Age impact of reasons for sales promotion on Brand switching behavior the level of significance with 95% confidence 5% level of significance .620, .288, .345, .330 respectively it is > 0.05. it says that hypothesis 4 is proved

**Hypotheses-5** Level of education Intention of repurchase and Experience of current brand influence on Brand preference of rural customer while shopping a bath soap

**3.3.5 a. level of education Intention of repurchase and Experience of current brand influence on Brand preference Descriptive**

**Table 15: Descriptive Statistics and ANOVA – Education Level Impact on Brand Preference**

	Level of education	N	Mean	SD	SE
The brand is reasonably priced	High school & Below	9	3.67	0.707	0.2357
	Diploma / UG	77	3.73	0.719	0.0819
	PG and above	126	3.63	0.864	0.0769
I like this brand more than any other brand of soap	High school & Below	9	3.78	0.972	0.3239
	Diploma / UG	77	3.68	0.85	0.0968
	PG and above	126	3.71	0.937	0.0835
I will probably buy the same brand again	High school & Below	9	3.33	0.866	0.2887
	Diploma / UG	77	3.78	0.853	0.0972
	PG and above	126	3.81	0.91	0.081
This brand reflects who I am	High school & Below	9	2.78	0.972	0.3239
	Diploma / UG	77	2.99	1.006	0.1147
	PG and above	126	2.93	1.118	0.0996

**3.3.5 b. level of education Intention of repurchase and Experience of current brand influence on Brand preference ANNOVA**

		Sum of squares	Df	Mean Square	F	Sig.
S3	Between the groups	.408	2	.204	.312	.732
	Within the groups	136.479	209	.653		
	Total	136.887	211			
S4	Between Groups	.125	2	.063	.076	.927
	Within Groups	172.153	209	.824		
	Total	172.278	211			
S5	Between Groups	1.905	2	.952	1.209	.301
	Within Groups	164.675	209	.788		
	Total	166.580	211			
S8	Between Groups	.421	2	.211	.183	.833
	Within Groups	240.900	209	1.153		
	Total	241.321	211			

Table 3.3.5b. ANOVA table shows clear information on level of education Intention of

repurchase and Experience of current brand influence on Brand preference the level of significance with 95% confidence at 5% level of significance .732, .927, .302, .833 respectively it is > 0.05. It says that hypothesis 5 is proved.

**SUGGESTIONS:**

Young generation Rural consumers are worrying about their beauty and good look so they are more worrying about quality than price of the product. Customers looks for the quality in the soap brand. Even customers are ready to accept soaps which are not branded also when it is having good quality. Therefore, the manufacturer of bath soaps should concentrate on quality product that help them to be more successful in the Rural market and it also increases the value of shares

Now a days Rural customers are associated with more branded product with ‘best quality’. To maintain the customer loyalty the producer must ensure the quality of their soaps should maintain at a best level.

Manufacturer of bath soaps which are not branded must attempt to step in to the market by improving quality of the soaps and they must do more promotional activities.

Our Indian soap manufacturing companies should use suitable strategies for promotional to adopt the village situations and enhance consumer brand building skills to attract the rural customer; otherwise, rural customers switch to foreign brand soaps.

**CONCLUSION:**

The topic of the study is selected on Brand preference and brand switching behavior among rural customer towards bath soaps. In India rural market is wide with high prospective. The Urban market may sometime be stagnant and very competitive. Manufacturer of bath soaps to encourage their business and widening their companies operating should go from urban market to rural market. But manufacturer should go with new strategies, modifying the attractive and suitable elements of marketing mix to the rural market is definitely benefited to the bath soap manufacturer. my study focused primarily on the Brand preference and Brand switching behavior

towards bath soaps. Through this research study to give important contribution that it proposed and tested hypotheses to build the relationship between the various variables affecting rural consumer and their Brand preference and brand switching in buying bath soaps using the customer as sample. This study is useful for future Researcher, Professionals and college students to get clarity on Indian rural marketing in the context of Malavalli taluk at Mandya districts and factors

influencing the rural customer on Brand Preference and Brand switching behavior towards bath soaps at its best.

#### **Study gap:**

Similar type of research work can be conducted in the other taluks of Mandya districts to understanding the rural market of Mandya district at its best.

Much more factors or variables can be added while considering similar type of research.

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