

**Education and Society**  
(शिक्षण आणि समाज)

**Special Issue**  
UGC CARE Listed Journal  
ISSN 2278-6864

# **Education and Society**

Since 1977

The Quarterly dedicated to Education through Social Development and  
Social Development through Education

**May 2023**

**(Special Issue-1/ Volume-I)**



**INDIAN INSTITUTE OF EDUCATION**

**128/2, J. P. Naik Path, Kothrud, Pune - 411 038**

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J. P. Naik Path, Kothrud, Pune- 38**

# **Indian Institute of Education**

## **Education and Society**

Special Issue on the theme of "Advances in Commerce, Management Social Sciences and Humanities: A Multidisciplinary Approach" (International Conference organized by Deshbhakt Ratnappa Kumbhar College of Commerce, Kolhapur dated 4 May 2023)

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## Education and Society

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## Penetration of Staples in Rural India

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### Abstract:

Indian rural market is expanding very fast and the gap between urban and rural seems bridging. The article purports to find out penetration of consumable staple products in rural India. Study has undertaken in rural Satara district of Maharashtra State of India. 760 samples approached conveniently using structured schedule to find out use of staple products viz. bathing soap, Detergent powder, laundry bar, Dish wash bar, Tooth paste, Shampoo, Hair oil, Face cream, Mosquito repellent, Shaving cream, Sanitary napkins, Tea Powder, Edible oil. The analysis focuses on penetration of product as well as brands. The positions of respective companies have also been addressed like leader, challenger and follower.

It has found that penetration of bathing soap, detergent and laundry bar, shampoo, face cream is 96% and 100% and 100%, 98%, 86% respectively with HUL as market leader. Dish wash bar has 100% penetration with RSPL is a leading company. Colgate is a market leader in toothpaste with 100% penetration. Hair oil too has cent percent penetration with parachute is leading brand. Mosquito repellent has 64% penetration with Rackitt Benckisar is a leader. V-John is a market leader in shaving cream and product penetration is 51%. Sanitary napkins have only 66% penetration and regional companies are leaders. The popular tea has cent percent penetration with Sapat as a leader and Tata tea is a follower. Edible oil has 100% penetration with Cargil is a leader. Biscuits have 91% penetration with Parle as a leader. Noodles have 62% penetration and Nestle is a leader. Wefers has 86% penetration where in 32% stake is of regional brands and Balaji is a second number stake. Cold drinks have 85% penetration and Coca Cola is the market leader with more than 55% rural market share. It has found that with the daily necessity products and penetration found very good but with the products generally presumed to be consumed by upper socio-economic class also the penetration found to be more than 50%. This signifies that the gap between urban and rural consumption is diminishing.

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**Keywords:** Product Penetration, Brand Penetration, Rural Marketing, FMCG, Staple Products

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## **Introduction:**

In last few years several significant changes have seen in Indian rural market. Almost 70% of the total population of India from these rural areas almost half of the national income has been generated. This rural market is very large sized and based on demand of rural consumers consists huge marketing opportunities. Different literacy and economic levels. As well as this rural market is heterogeneous in nature this varies geographically, demographically and in statistical levels also.

## **Research Gap:**

The crux of review of literature reveals that the study of penetration to a greater extent is required for different consumer products, its brands and the company penetration as well. By dint of this, it is easy to find out who the leader of the market is, who the challenger is and who the follower can be decided clearly. It will provide firms the insight to know their customers and total market for their products. With these figures firms come to know their competitors, they should compare with their sells and alter their sells efforts to beat the competition. This penetration study is not done significantly in preceding studies done in rural market.

## **Research Methodology:**

Present research paper is an attempt to answer a question that what would be the penetration of consumable products in rural area? Hence, the study has undertaken with an objective, to study the penetration of selected Consumer Products.

This study has been conducted in the rural area of Satara district of Maharashtra state of India. The research was descriptive in nature. The data was collected using inferential approach.

The collected data was analyzed with the help of statistical tools viz. Percentage, frequency, averages, using Ms-Excel and SPSS.

Study focuses on Staple Convenience Consumer Goods viz. Bathing soap, Detergent powder, Laundry bar, Dish wash bar, Tooth paste, Shampoo, Hair oil, Face cream, Mosquito repellent, Shaving cream, Sanitary napkins, Tea Powder, Edible oil.

Researcher has used the structured schedule in order to collect the data from samples also the show cards were used while collection of data.

760 Samples from 385 villages were approached conveniently.

Product Penetration is calculated by using formula:

Product Penetration (%) = Number of Samples use the product / Total Population

And Brand Penetration is calculated by following formula:

Brand Penetration (%) = Number of Samples purchase the Brand / Total Population

The paper carries only one data table of bathing soap which is annexed and such data tables are prepared by researchers and analysis based on these tables. The said tables have not attached to this article owing to word limits.

## **Literature Review:**

The changing demography, changes in tastes and demands is new rural India now. This rural market is very huge and consists of lot of opportunities for marketers. But as the market is different from urban market, the firms required its compendious

study including exact segmentation, rural consumer behavior, their consumption pattern, different challenges within etc. So that it will be easier for firms to design tactics to accomplish their strategies for rural market. Noteworthy agencies like Accenture, National Council of Applied Economic Research (NCAER) and stalwarts like Rama Bijapurkar and C. K. Pralhad have extended their studies on rural India.

The decades back the rural India was poor but the picture has changed now. In rural India, with different plans, many projects of private companies and the government, like Haryana Kisan Bazar (DMC), e-chaupal by ITC, Kisan Sansar (Tata's retail hubs), Shakti project by HUL and NREGA tried to makeover this rural marketing system.

Ample studies were found on rural marketing, rural consumer behaviour and on product penetration. The recent study found to be done by, Bishnoi et.al. 2007, Chandrahauns 2011, Rama Bijapurkar (2013), Accenture report (2014), (Accenture Report 2016), Kakati et.al.(2014), Arshi Talwar 2014, Bharucha J. 2015, Ajmer Singh et.al.2015, Soumya Gupta (2017), Anmol Sharma et.al.2017 have found published the research reports which talk on several dimensions of rural marketing including penetration. The recent study on penetration does not find especially during the pandemic and post pandemic.

#### **Data Analysis and Interpretation:**

Analysis of Product penetration and Brand penetration make the acquaintance of the most popular company products and their brands in rural (Satara)

Penetration of Product defines how many users are there for a product. It's one of the measures of company's efforts to make consumers to use their products. Product Penetration is calculated by following formula:

Product Penetration (%) = Number of Samples use the product / Total Population

Similarly, Brand Penetration is a measure of popularity of a brand of a product and it is defined as the number of consumers who buy that brand over a specific period divided by the size of the concerned market's population.

Brand penetration is the growth strategy in which several initiatives are being taken to increase the market share for its brand in a particular market segment. It's an effort by company to dig deeper into an existing market place. As well as, it's an important measure and projection for success of a brand against its competitors. Brand penetration strategy involves assertive sales force or additional marketing to penetrate deeply into an existing customer base. It's generally the first step towards business growth. Thereupon the study of brand penetration is required. Brand Penetration is calculated by following formula:

Brand Penetration (%) = Number of Samples purchase the Brand / Total Population

The detailed tabulations are not given, the analysis and interpretation is presented below.

#### **Bathing Soap:**

Data reveals 96% penetration of Bathing Soap in rural market that conveys bathing soaps are essential part of their daily requirements and unlike bygone day's rural people also now taking care of their hygiene Availability and affordability plays



important role in penetration to a great extent. Kakati et.al (2014). It is found that hair oils and bath soaps have highest penetration in rural market.

Santoor Sandal and turmeric seems most popular brand with 17% penetration in rural market with second popular Lux creamy white brand with 10% penetration, with 7% penetration Santoor sandal and almond milk, another Santoor brand is popular. Godrej No. 1 lime and aloe vera with 6% penetration liked and consumed.

Brands like Godrej No. 1 Kesar and milk, Santoor Gold and Lux sandal and cream popular with 4% penetration; it reveals that Santoor, Lux and Godrej brands are found most appealing in rural market. Saran (2005) Some of the products and brands are have similar popularity in urban and rural. Many of the brands which are well-known in urban areas are too in demand by rural consumers such as Lux soap. Parle-G, Lifebouy Active etc. HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration. (Annexure 01 for data).

#### **Detergent Powder:**

Cent percent penetration of Detergent Powder found in rural market Presence of almost all brands with affordable small packs to 5kg powder packs is key reason behind this large extent penetration of Detergent Powder (Rao (2002) the products from non-durable category have high penetration rates such as soaps, detergents and hair oils.

The data reveals that Wheel green lemon Jasmine brand is most popular with 23% penetration along with second popular brand found to be Ghadi with 12% penetration in rural market. Brands like Surf excel quick wash, Wheel Active lemon orange and Wheel Active Gold each with 7% penetration liked and used by rural consumers. Formerly popular Nirma brand has 3% penetration as is rarely used only for washing of heavy and bulky cloths by rural people.

HUL is leader position with brands having quite well i.e., 59% penetration in rural. (Vijay, 2016) Price is still prevailing factor in rural so years ago, use of low cost, single used packs which are pioneered by HUL to make company's products affordable for low-income consumers, who often use to purchase daily basis. And that is a winning formula. The challenger is RSPL with 14% penetration while follower is P & G with 12% penetration.

#### **Laundry Bar:**

Penetration of Laundry Bars is 100% in rural area. Like detergent powder product this product penetration is higher as it is one of the most needful daily utility products. So to suffice this need accessibility of many national brands as well regional brands are in rural market at different places of purchase.

HUL's popular brands Wheel active blue detergent bar have highest 29% penetration along with 21% penetration of Rin Advance Bar and 11% penetration of Surf Excel stain eraser. Regional brands in laundry bar also have 21% penetration with easy availability in weekly bazaars and low-cost strategies. In this category, P & G's only brand Tide big bar also working well with 10 % penetration. Pricy brands like Fena Ultra detergent cake and Henko detergent bar have comparatively less penetration 5%

and 2% respectively.

It has found that HUL is at leader position with 53% penetration. The challengers are regional brands with 21% penetration. And the follower is P&G with 10% penetration.

#### **Dish wash Bar:**

Penetration of Dish wash Bar found to be 100%. Since Dish wash Bar is one of the daily necessities of rural households, it is always in demand by utility oriented rural consumers.

RSPL brand Expert dish wash bar is greatly liked by rural consumers with 44% penetration in rural market. Near about half of the dish wash bar market is covered by this popular brand. Again, one more HUL brand Vim Lemon also has popularity among rural consumers with 14% penetration followed by brand Vim regular with 10% penetration. (Harish 2007) In 1993 Vim has created Dish wash bar category, till that time only urban households used dish wash powder which wasn't user friendly and was pricy. Since then, Vim Bar ruled the dish wash market by constantly improved upon the marketing mixes.

In this category regional brands are doing good business with 12% penetration. The fake/duplicate brands always found in weekly bazaars also have 10% penetration. In dish wash bar category RSPL is leading in the rural market and have 44% penetration, HUL with 28% is at challenger position.

#### **Toothpaste/powder:**

Penetration of Tooth paste/powder is 100%. As it is a part of daily must have it is always in demand and easy accessibility with variants of toothpaste and powder from cost saving units to family pack are always available in market.

Colgate sensitive plus is much popular toothpaste with 18% penetration, followed by again toothpaste brands of same company Colgate-Palmolive, Colgate visible white and Colgate Maxfresh Citrus blast both have similar 16% penetration. Colgate tooth powder also successively present in popularity among rural with 15% penetration. Two more brands of Colgate-Palmolive, Colgate Salt neem and Colgate Max fresh have 9% and 6% penetration respectively.

Dabur, the India popular company in rural market since many years, its brands such as Dabur Babool has 5%, Dabur Babool neem 3% and Dabur Babool neem 2% penetration.

HUL brands like Pepsodent 2in1 has 3% penetration. Pepsodent Gel and Pepsodent Gum care 1% penetration each. Patanjali Dantkanti natural family value pack has only 0.5 % penetration. Vithoba tooth paste and powder also have good presence in rural market with 1% and 3% penetration respectively.

In tooth paste, Colgate is a leader with 79.5% penetration in rural market, while Dabur with 10% penetration is at challenger position and HUL is follower with 6% penetration.

#### **Shampoo Brands:**

Penetration of Shampoo in rural market is 98%. The small affordable sachets of shampoo are a winning strategy behind this product penetration.

The data in table reveals that HUL brand Clinic Plus has maximum i.e.33% penetration. Chick brand had 18% penetration. While Pantene and Sunsilk brands have penetration 14% and 11% respectively Dove brand has 8% penetration while Head & Shoulders 6%. Regional brands also have 5% penetration.

HUL is the market leader with 52% penetration. P & G is challenger with 20% and Cavinkare is follower with 18% penetration in rural market.

#### **Hair Oil:**

Penetration of Hair Oil is 100% in rural areas as national, regional and fake/duplicate brands are accessible at reasonable pouch forms also now a days.

Marico brand Parachute advance oil is most popular brand in rural areas with 46% penetration. Parachute Jasmine oil brand has 9% and Parachute ayurvedic hot oil has 7% penetration. It seems that Parachute is most loved coconut-based hair oil brand in rurals. In hair oil market in India coconut-based oils are dominated by Marico's Parachute brand as well Bajaj's Almond and Dabur's Amla based brands.

Bajaj Almond Drop brand has 5% penetration while Dabur's brands Dabur Vatika and Dabur Amla have penetration 4% and 3% respectively. Regional brands have 11% penetration while Fake/duplicates of popular hair oil brands have 10% penetration. In hilly and remote rural fake/duplicate brands such as Paras, Parashuram are exact look-a-like copies of Parachute hair oil are easily available.

In hair oil segment, Marico is at leader position. Regional companies are challenger position with 11% penetration and duplicate/ fake brand companies are follower.

#### **Face Cream:**

Face Creams has 86% penetration in the rural market. Companies are launching cosmetic products in smaller sachets and at affordable costs; focus on developing rural specific products. Companies like HUL used radio channels to create awareness.

As per data in table the inference is drawn that HUL's brand Fair & lovely daily treatment has maximum penetration i.e. 44% in rural market.

Boro plus skin care cream, the brand of Emami also popular in rural with 13% penetration. Nivea sparkling glow, Fairever fairness cream and Fairever fairness cream have 4% penetration each. In face cream category also fake / duplicate brand found accessible to rural consumers. The data shows 20% penetration of fake/duplicate brands in rural.

HUL is at No.1 position as market leader with 50% penetration, Fake/duplicate firms are challenger with 20% penetration and Emami is follower with 13% penetration.

#### **Mosquito repellent:**

Penetration of Mosquito Repellent in rural is 64%. In rural because of rise in literacy and awareness through different media about diseases spread through mosquitos' rural consumers are become health conscious.

Reckitt Benckiser, Mortein in Coil form has greatest penetration i.e. 28% and Mortein in Liquid form penetration is 17%. In the coil segment Reckitt Benckiser's Mortein is a leading brand followed by Godrej sara Lee's Good knight (MBA Rendazvous,2020) Godrej Sara Lee's brand, Good Knight Jumbo Coil in coil form also doing well with



12% penetration and good knight Active liquid brand in liquidator form with 10% penetration. Recently launched good knight 'cool gel, gel form applying over skin, is alternative to mats and economical too, also has 4% penetration.

KAPL's brand All Out mosquito repellent coil and All Out mosquito repellent liquid have 6% and 2% penetration respectively. Fake/ duplicate brands which are look-a-like copy of popular brands have 21% penetration, which is real challenge for leading companies.

Rackitt Benckisar is at leader position with 45% in rural market while Godrej is challenger with 26% penetration and fake/duplicate firms are followers with 21% penetration.

### **Shaving cream:**

Shaving cream has 51% penetration. Only half of the samples are using shaving cream brands in rural. Still rural men prefer barber shops for shaves. In hilly areas and remote rural still there is barter system in many of the villages. Family provides a typical amount of grain to the barber and in return he provides service to all men in that family for full year.

Data reveals that brand of Vi-John Cosmetics, V-John Bacteria guard shaving cream used by maximum number of samples and has 32% penetration. Another brand of same company, V-John Lime fresh shaving cream also has quite good popularity with 16% penetration. V-John gave higher margins to all the stake holders in supply chain it gave tremendous impetus for pushing product in market. The brand of Colgate-Palmolive, Palmolive Refreshing Lemon shaving cream is also liked and consumed by rural men and has 10% penetration. HUL brand, Axe Denim lather shaving cream has 9% penetration. P & G brands, Gillette March 3 gel and Gillette series pure & sensitive gel have 3% penetration each. Brands of Park Avenue i.e., Park Avenue classic shaving foam and Park Avenue Re-Gen shaving cream have 4% and 2% penetration respectively. Godrej brands, Godrej shaving cream lime fresh and Godrej shaving cream cool menthol have 8% and 3% penetration respectively.

In shaving cream market, in rural V-John is at no.1 position with 48% penetration, P & G is at challenger position with 16% penetration and Godrej is follower with 11% penetration.

### **Sanitary Napkins:**

Penetration of sanitary napkins is 66%. The rise of literacy level in rural has impact on many things including some change in mindset of rural consumers, their buying behavior and purchasing pattern. So the usage of this product seems comparatively increased in rural women.

As per data we can conclude that regional brands are most liked and utilized by rural women and has penetration 46%. Easy availability with comparatively less cost regional brands are preferred by rural feminine. Feminine hygiene has been monopolised by P & G and Johnson & Johnson, the 5000 crore rupees feminine hygiene market dominated by both of the companies with over 90% market share, has witnessed the entry of host of new-age brands in the past few years. The key success for these low-cost

sanitary napkin brands is affordability and accessibility.

Johnson & Johnson's brands, Stay Free secure XL, Stay Free Dry max and Stay Free Advance ultra have penetration 20% , 14% and 3% respectively. P & G's brands, Whisper choice wings and Whisper maxi fit regular have penetration 5% each. Unicharm's brand, Sofy body fit also has 5% penetration.

In sanitary napkin market in rural, regional companies are at leader position while Johnson & Johnson is challenger with 37% penetration and P & G with 12% penetration.

#### **Tea Brands:**

Above data in table 4.2.4.12 reveals that product penetration of Tea in rural is 100%. Tea consumption is one of the basic necessities of almost all rural people as well it's a important part of hospitality among rural households.

As per data, most popular band of Sapat, Pariwar tea has 31% penetration in rural. (TNN, 2005) Sapat tea is a latest challenger brand in tea with new brand positioning. The largest selling variety of tea in rural market nearly about 60% was 'dust' tea, as its considered to be cheaper and stronger. Sapat, however, felt that time was ripe to covert the market to 'leaf' tea. And Sapat Launched its Pariwar brand to compete with big players. Sapat, recruited talented unemployed rural 1200 youth in Maharashtra These communication agents picked up sales by word- of- mouth. Thus, Pariwar sells around 600tonns per month, with a turnover of over Rs. 100 Cr, the brand Positioned with 'Surr ke piyo' line and saes increase really started a to kick off. The distribution and emotional connect made Pariwar brand popular in rural.

Regional tea brand has 26% penetration. There is still price conscious huge chunk of lower middle class who consumes regional brands. Brook bond Red Lable and Lipton tea have 12% each. And Tata tea gold has 9% penetration.

Sapat is leader with 31% penetration in rural while challengers are regional firms have 26% penetration and Tata is follower with 14% penetration.

#### **Edible Oil:**

From above data in the table 4.2.4.13 it can be concluded that, the product Edible Oil has 100% penetration in rural. As it's a most essential part of daily consumption (Sarwade 2011) In rural house holds the decision maker of the cooking oil are the women in house. The income of any house hold has big influence on purchase and consumption of cooking oil. Higher income level consumers like to consume branded cooking oil and low-income group loose cooking oil. Most of the consumers prefer 1 lit. pack or 5 lit. pack.

Above data reveals that among all brands maximum samples consume Cargil Gemini refined sunflower oil with 40%. After that price conscious consumers prefer regional brand soyabin oil pack and are consumed with 22% penetration. Upper middle class and elites choose Emami healthy & tasty Rice bran oil which has 4% penetration.

Regional brand soyabin loose oil, regional brand groundnut oil pack and regional brand sunflower loose oil has 4%, 3% and 1% penetration respectively. It seems that regional brand is consumed at huge level by different socio-economic rural consumers.

Cargil India is at no. 1 position in rural market and has 53% penetration as a leader. Regional firms are challengers and have 31% penetration while Emami has 10% penetration and has follower in rural market.

**Findings:**

- 1. Product penetration:** The product bathing soap has 96% penetration in rural market of Satara.
- 2. Brand penetration:** Santoor sandal & turmeric is most popular brand with 17% penetration in rural market. The second popular brand is Lux creamy white brand with 10% penetration. Other Santoor popular brand, Santoor sandal & almond milk have 7% penetration and Godrej No. 1 lime & aloe vera has 6% penetration. Brands like Godrej No. 1 Kesar & milk, Santoor Gold and Lux sandal & cream popular with 4% penetration.
- 3. Company Penetration:** HUL is at leader position with 39% penetration, Wipro is the challenger with 28% penetration and Godrej is the follower with 17.5% penetration.
- 4. Product penetration:** The product Detergent powder has 100 % penetration in rural market of Satara.
- 5. Brand penetration:** Wheel green lemon Jasmine brand is most popular has 23% penetration along with second popular brand Ghadi with 12% penetration. Other brands, Surf excel quick wash, Wheel Active lemon orange and Wheel Active Gold each has 7% penetration.
- 6. Company Penetration:** HUL is leader position with brands having quite well i.e., 59% penetration in rural. And the challenger is RSPL with 14% penetration while follower is P & G with 12% penetration.
- 7. Product penetration:** The penetration of Laundry Bars is 100% in rural area of Satara.
- 8. Brand penetration:** Wheel active blue detergent bar have 29% penetration; Rin Advance Bar has 21% penetration and Surf Excel stain eraser 11% penetration. Tide big bar has 10 % penetration. The regional brands also have 21% penetration
- 9. Company Penetration:** It is found that HUL is at leader position with 53% penetration. The challengers are regional brands with 21% penetration. And the follower is P&G with 10% penetration.

**Product penetration:**

The product Dish wash bar has 100 % penetration in rural market of Satara.

**Brand penetration:** Expert dish wash bar has 44% penetration in rural market of Satara. Vim Lemon brand has popularity among rural consumers with 14% penetration followed by brand Vim regular with 10% penetration.

**Company Penetration:** In dish wash bar category RSPL is leading in the rural market and have 44% penetration, HUL with 28% is at challenger position whereas regional companies are the followers with having 12% penetration.

**Product penetration:** The product Tooth paste/powder has 100% penetration.

**Brand penetration:** Colgate sensitive plus is much popular toothpaste with 18% penetration, followed by again toothpaste brands of same company Colgate Palmolive,



Colgate visible white and Colgate Maxfresh Citrus blast both have similar 16% penetration. Colgate tooth powder also successively present in popularity among rural with 15% penetration. Two more brands of Colgate-Palmolive, Colgate Salt neem and Colgate Max fresh have 9% and 6% penetration. Babool has 5%, Dabur Babool neem 3% and Dabur Babool neem 2% penetration.

**Company Penetration:** In tooth paste, Colgate is a leader with 79.5% penetration in rural market, while Dabur with 10% penetration is at challenger position and HUL is follower with 6% penetration.

**Product penetration:** The penetration of Shampoo in rural market is 98%.

**Brand penetration:** Clinic Plus has 33% penetration. Chick brand has 18% penetration. While Pantene and Sunsilk brands have penetration 14% and 11% respectively. Dove brand has 8% penetration while Head & Shoulders 6%. Regional brands also has 5% penetration.

**Company Penetration:** HUL is the market leader with 52% penetration. P & G is challenger with 20% and Cavinkare is follower with 18% penetration in rural market.

**Product penetration:** The penetration of Hair Oil is 100% in rural areas of Satara district.

**Brand penetration:** Parachute advance oil is most popular brand in rural areas with 46% penetration. Parachute Jasmine oil brand has 9% and Parachute ayurvedic hot oil has 7% penetration. Bajaj Almond Drop brand has 5% penetration while Dabur's brands Dabur Vatika and Dabur Amla have penetration 4% and 3% respectively.

**Company Penetration:** In hair oil segment, Marico is at leader position. Regional companies are challenger position with 11% penetration and duplicate/ fake brand companies are follower.

**Product penetration:** The penetration of Face cream is 86% in rural areas of Satara district.

**Brand penetration:** Fair & lovely daily treatment has maximum penetration i.e. 44% in rural market of Satara district. Boro plus skin care cream, the brand of Emami also popular in rural with 13% penetration. Nivea sparkling glow, Fairever fairness cream and Fairever fairness cream have 4% penetration each.

**Company Penetration:** HUL is at No.1 position as market leader with 50% penetration, Fake/duplicate firms are challenger with 20% penetration and Emami is follower with 13% penetration.

**Product penetration:** The penetration of Mosquito Repellent in rural is 64% in rural areas of Satara district.

**Brand penetration:** Mortein in Coil form has greatest penetration i.e. 28% and Mortein in Liquid form penetration is 17%. Good Knight Jumbo Coil in coil form also doing well with 12% penetration and Good knight Active liquid brand in liquidator form with 10% penetration.

**Company Penetration:** Rackitt Benckisar is at leader position with 45% in rural market while Godrej is challenger with 26% penetration and fake/duplicate firms are followers with 21% penetration.

**Product penetration:** The product Shaving cream has 51% penetration.

**Brand penetration:** V-John Bacteria guard shaving cream has 32% penetration. Another brand of same company, V-John Lime fresh shaving cream also has quite good popularity with 16% penetration. Palmolive Refreshing Lemon shaving cream has 11% penetration. Axe Denim lather shaving cream has 9% penetration. Gillette March 3 gel and Gillette series pure & sensitive gel have 3% penetration each. Godrej shaving cream lime fresh and Godrej shaving cream cool menthol have 8% and 3% penetration respectively.

**Company Penetration:** V-John become most popular within short period of time in rural In shaving cream market, in rural and is at no.1 position with 48% penetration, P & G is at challenger position with 16% penetration and Godrej is follower with 11% penetration.

**Product penetration:** The penetration of sanitary napkins is 66% in Satara rural.

**Brand penetration:** Regional brands are most liked and utilized by rural women and have penetration 46%. Johnson & Johnson's brands, Stay Free secure XL, Stay Free Dry max and Stay Free Advance ultra have penetration 20%, 14% and 3% respectively. P & G's brands, Whisper choice wings and Whisper maxi fit regular have penetration 5% each. Unicharm's brand, Sofy body fit also has 5% penetration

**Company Penetration:** In sanitary napkin market in rural, regional companies are at leader position while Johnson & Johnson is challenger with 37% penetration and P & G with 12% penetration.

**Product penetration:** The product penetration of Tea in rural is 100%.

**Brand penetration:** Pariwar tea has 31% penetration in rural. Regional tea brand has 26% penetration. There is still price conscious huge chunk of lower middle class who consumes regional brands. Brook bond Red Lable and Lipton tea have 12% each. And Tata tea gold has 9% penetration.

**Company Penetration:** Sapat is most popular and favourite in rural Satara and is leader with 31% penetration in rural while challengers are regional firms have 26% penetration and Tata is follower with 14% penetration.

**Product penetration:** The product Edible Oil has 100% penetration in rural.

**Brand penetration:** Gemini refined sunflower oil with 40%. Regional brand soyabin oil pack and is consumed with 22% penetration. Emami healthy & tasty Rice bran oil which has 4% penetration. Regional brand soyabin loose oil, regional brand groundnut oil pack and regional brand sunflower loose oil have 4%, 3% and 1% penetration respectively.

**Company Penetration:** Cargil India is at no.1 position in rural market and has 53% penetration as a leader. Regional firms are challengers and have 31% penetration while Emami has 10% penetration and has follower in rural market.

**Product penetration:** The penetration of biscuits is 91% in rural Satara.

**Brand penetration:** Parle-G which has 39% penetration. Parle Hide & Seek and Parle Krack jack also have 8% and 2% penetration respectively. Sunfeast Marie Light has 23% penetration. Britannia Good Day and Britannia Bourbon have 11% and 3% penetration respectively. Regional brands also have 13% penetration.



**Company Penetration:** Parle is a leader from years in rural market, seems most popular in rural Satara and has 49% penetration. while ITC is challenger with 23% and follower is Britannia with 14%.

**Product penetration:** The product penetration is 62% of Noodles in rural area.

**Brand penetration:** Maggi Masala with 52% penetration. Yippee noodles have 20% and Patanjali atta noodles 18% penetration. Nissim's brands Top Ramen curry flavour, Top Ramen Tomato and Top Ramen chicken flavour have 5%, 3% and 2% respectively.

**Company Penetration:** Nestle is much liked in rural Satara in noodles and leading with 52% penetration and challenger is ITC with 20% penetration whereas Patanjali is follower with 18% penetration.

**Product penetration:** The product penetration of Wafers is 86% in rural area of Satara district.

**Brand penetration:** Different regional brands have maximum penetration i.e. 32% in rural market. Balaji Wheels, Band Balaji chatka patka and Balaji simply salted have also have good popularity in rural with 10%, 9% and 2% penetration respectively. Parle classic salted, Parle aloo chat and Parle tangy tomato brands of Parle have penetration in rural market 13%, 2% and 0.5% respectively. Lay's chile lemon has 10% penetration. ITC brands, Bingo chilli dhamaka, Bingo Achari masti, Bingo Yamitos and Bingo Mad angles have 7%, 1%, 1% and 0.5% penetration

**Company Penetration:** Regional firms are leader with 32% penetration; Balaji is challenger with 21% penetration while Parle is follower with 15% penetration.

**Product penetration:** The penetration of Cold drinks is 85% in rural areas of Satara district.

**Brand penetration:** Sprite has 22%, Fanta has 15%, Mazza has 9% and Coca cola has 3% penetration in rural. PepsiCo's popular brands, Mirinda has 11%, 7Up has 8%, Mountain Dew has 8% and Thumps Up has 6% penetration. Whereas regional brands also have 18% penetration

**Company Penetration:** Coca Cola is at leader position with more than half of the rural market with 55% penetration. PepsiCo is challenger with 27% penetration. Whereas regional firms are followers with 18% penetration

#### **Suggestions:**

It seems in the rural market that the penetration of both national and regional brands exists. The national brands have dominant existence in rural market as leaders, challengers and followers. Whereas regional brands seem to cater local wants and tests.

The consumer belonging to higher socio-economic classes found consuming the national brands whereas the lower socio-economic classes are consuming the regional brands.

It is imperative that the consumers are broadly classified into two groups. The test and preferences are continuously changing owing to changes in socio cultural environment and even technological environment hence; the regional brands should keep update with their marketing mix suited to changing wants of consumers.

The national brands are continuously making changes in their marketing mix which

might threaten the regional brands hence, the changes regional brands should made commensurably with the changes made by national brands to maintain the segment.

There is much scope for regional and local brands to take ahead this market and cater the products like sanitary napkins, wafers, noodles and even beverages. The biscuit and beverage market can also be replaced with local bakery products and milk based energy drinks.

### Conclusion:

Within last decade the rural economy has drastic growth. The improvement in road connectivity, electricity, improving literacy, increased mobile usage and buying capacity of rural consumers all in turn improved the form of rural market.

The national brands have penetration in urban as well as rural market and it is quite possible that alike rural market the regional brands also have presence in urban. Hence, the comparative study may be of greater help to resolve the issue of existence of two broad segments based on socio-economic class.

It seems that in the urban market also unlike in rural market there exists market India and market Bharat. The study evident that there is no gap as far as the consumption of consumable products is concerned amongst urban and rural consumers.

### Annexure: 01 Bathing Soap Brands (n=760)

Sr. No.	Soap brands	Frq	%	Product penetration	Brand Penetration	Company Penetration
1	Godrej No. 1 Kesar & milk	32	4.2	4.2	4	17.5
2	Godrej No. 1 Sandal & turmeric	12	1.6	1.6	2	
3	Godrej No. 1 Lime & aloe vera	44	5.8	5.8	6	
4	Godrej No. 1 Safron & milk	3	.4	.4	0.5	
5	Godrej Cinthol Original	25	3.3	3.3	3	
6	Godrej Cinthol Lime	5	.7	.7	1	
7	Godrej Cinthol sandal	4	.5	.5	1	
8	Wipro: Santoor Sandal & turmeric	131	17.2	17.2	17	28
9	Santoor Gold	29	3.8	3.8	4	
10	Santoor Sandal & almond milk	55	7.2	7.2	7	
11	Reckitt Benckiser : Dettol Deep cleanse	18	2.4	2.4	2	3.5
12	Dettol Cool	4	.5	.5	0.5	
13	Dettol Skin care	10	1.3	1.3	1	
14	HUL : Lifebouy Total	21	2.8	2.8	3	39
15	Lifebouy Care	10	1.3	1.3	1	
16	Lux Creamy white	72	9.5	9.5	10	
17	Lux Sandal & cream	29	3.8	3.8	4	
18	Lux Soft touch	7	.9	.9	1	
19	Hamam Neem tulsi	17	2.2	2.2	2	
20	Hamam Aloe vera	10	1.3	1.3	2	
21	Pears Original	17	2.2	2.2	2	
22	Pears Soft fresh	10	1.3	1.3	1	

23	Breeze Lemon splash	4	.5	.5	0.5	5
24	Breeze Fresh	14	1.8	1.8	2	
25	Breeze Rose	4	.5	.5	0.5	
26	ITC :Vivel Green tea	10	1.3	1.3	1	
27	Vivel Aloe vera	29	3.8	3.8	4	4
28	Patanjali Kanti neem	18	2.4	2.4	2	
29	Patanjali Haldi chandan	7	.9	.9	1	
30	Patanjali Rose kanti	7	.9	.9	1	
31	KSDL:Mysore sandal soap	24	3.2	3.2	3	3
32	ITC :Fiama Di Wells	23	3.0	3.0	3	3
33	Cholayil: Medimix	7	.9	.9	1	2
34	Medimix glyserine	7	.9	.9	1	
35	Fake/ duplicate	12	1.6	1.6	4	4
	<b>Total</b>	<b>731</b>	<b>100</b>	<b>96.18</b>	<b>100</b>	

Source: Field Data

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