RESEARCH REVIEW JOURNALS
July- 2018
Special Issue
ISSN: 2455-3085 (Online)
RESEARCH REVIEW International Journal of Multidisciplinary
www.rrjournals.com [UGC Listed Journal]

An empirical investigation of Brand Awareness and Preference of Rural Consumers in Himachal Pradesh towards Shampoo

[*1]Dr. Sarvesh Kumar & [2]Mr. Nitish Arora

*[*1]Assistant Professor, Department of Marketing and Supply Chain Management, School of Business and Management Studies, Central University of Himachal Pradesh, Himachal Pradesh (India)*

[2]Research Scholar, Department of Marketing and Supply Chain Management, School of Business and Management Studies, Central University of Himachal Pradesh, Himachal Pradesh (India)

ARTICLE DETAILS

Article History
Published Online: 30 July 2018

Keywords
Brand awareness, Brand Preference, Mountainous market

[*]Corresponding Author
Email: sarvesh_hcu[at]yahoo.co.in

ABSTRACT

This research paper is an empirical study on brand awareness and brand preference of rural consumer of Himachal Pradesh towards branded shampoo. Himachal Pradesh is a mountainous state at the foothill of Himalayas where around 90% of its population lives in the rural areas in hilly terrain. Only 10% lives in the urban places. There has been not much research on the consumer behavior of this mountainous rural population. This paper investigates and probe about brand awareness and brand preference of rural consumers of one of the Himalayan state towards Hair shampoo category. This study also inquires main factors which rural consumer consider for buying a shampoo.

1. Introduction

Himachal Pradesh lies in the lap of Himalayas located in the northern part of the India. It is having a hilly topography. It has a population of 68, 56,509 people. In winters, there are heavy snowfalls on the mountains, which make many parts of the state inaccessible for transportation. During the month of monsoon, the state receives a good amount of rainfall. The average rainfall in Himachal Pradesh is between 2909 to 3800 mm. Himachal Pradesh has 158 Tehsils and 17882 villages. The average altitude of the state varies from 450m to 6500 meters. As per the census, 2011 around 90% of the areas of Himachal Pradesh come under rural areas. Roads are the major and most important mode of transportation in the state. Being a hilly state, thus not well connected with railways, the major channel of transportation is through roads. The economy of Himachal Pradesh is highly dependent on its road network. Distribution of goods is also dependent on road connectivity. Demography and geography always played an important role in evolving market. Literacy rate of Himachal Pradesh is 83.78% (Census 2011, Govt. of India).

Table 1: Rural and urban household population

Rural	Urban	Total population	Rural population percentage	Urban population percentage
61,67,805	6,88,704	68,56,509	89.96%	10.04%

Sources: Census 2011, Govt. of India

2. Literature Review

May, F.E.(1965). It was stated that the retail stores with more product lines are preferred by the customers over the outlets with fewer product lines. It was also stated that the buyers who seek special deals or discounts are less loyal than the other customers. In this paper scholar argued that customer already made their decision about preferred brand before buying the product.

L. Gupta & Arun Mittal. (2008) have studied the brand awareness and brand preference of the rural consumers. In this particular study demographic profiling, purchase location, customer loyalty, payment habits, decision making have been studied. This study investigates in toothpaste and soap segment. Colgate evolved as preferred brand in the rural areas and in soap category Lux is at the number one spot in the brand preference. This study also shows that there is a high preference for popular branded products but there is also preference of local products.

Patro, S ., & Varshney, S. (2008) have studied brand awareness brand preference in rural markets of India. In this study it was found that around 6-7 brands of soaps are available in the rural market shops. In the FMCG segment product like tea, there were only 2-3 brands available in the shops. In this study too Lux was ranked as most preferred brand in the soap category. And in terms of soap brand which is most heard is lifebuoy.

Lal, C., Singh, K., Pandey, A. (2015) studied the rural retailing scenario in Himachal Pradesh. This research paper throws light on the retail buying behavior of rural customers. To understand various aspects of organized retailing from a rural point of view and what are the opportunities and challenges in rural India. This particular study suggests that to succeed in the rural market deep understanding of behavioral variables of rural customers is very important. Easy accessibility semi-modern outlook of the store, local sales executive, customized service and credit facility is important to attract more and more rural customers.

3. Research Methodology

The thorough review of the literature has suggested that there has been a lot of work has been done on the consumer behavior of rural consumers but there has been very less work on the consumer behavior of hilly rural consumers. So this particular research deals with the study of consumer brand awareness, brand preference of rural consumers of Himachal Pradesh. Purposive sampling is used to collect the data. A sample of 400 consumers has collected from the rural areas of Himachal Pradesh

4. Objective of the study

To explore the rural consumers brand awareness, brand preference towards Shampoo.

5. The hypothesis of the study

$H_0$1: Demographic variables affect the brand awareness level and brand preference of rural consumers across shampoo.

$H_0$1.a: There is no significant difference in brand heard based on gender.

$H_0$1.b: There is no significant difference in brand using based on gender.

$H_0$1.c: There is no significant difference in money spend based on gender.

$H_0$2.a: There is no significant difference in brand heard based on age

$H_0$2.b: There is no significant difference in brand using based on age

$H_0$2.c: There is no significant difference in money spend based on age.

$H_0$3.a: There is no significant difference in brand heard based on income source.

$H_0$3.b: There is no significant difference in brand using based on income source.

$H_0$3.c: There is no significant difference in money spend based on income source.

$H_0$4.a: There is no significant difference in brand heard based on monthly income.

$H_0$4.b: There is no significant difference in brand using based on monthly income.

$H_0$4.c: There is no significant difference in money spend based on income source.

To check any association between brands heard across gender cross tabulation Chi-Square test is applied.

Table 2: Brand heard across gender

Gender	SHAMPOO BRAND HEARD							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh kanti	Dove	Garnier	
Number/Percentage								
Male	96(33.6)	70(24.5)	32(11.2)	44(15.4)	12(4.2)	18(6.3)	14(4.9)	286(100.0)
Female	27(23.7)	43(37.7)	11(9.6)	10(8.8)	9(7.9)	6(5.3)	8(7.0)	114(100.0)
Total	123(30.8)	113(28.3)	43(10.8)	54(13.5)	21(5.3)	24(6.0)	22(5.5)	400(100.0)
Pearson Chi-Square 13.405 (6) .037								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table that 33.6% male are aware of Clinic plus shampoo. On the other hand 23.7% of female respondents are well informed about Clinic Plus shampoo. Whereas in case of Sunsilk 37.7% females are aware of the brand and only 24.5% males are informed about the respective brand and male respondent are least aware about Kesh Kanti Shampoo, while in case of female only 5.3% respondent have heard about the Dove shampoo. Hence from the above discussion, it may be concluded that respondents are more aware of the foreign brands in comparison to the domestic or local brand. It has been observed that the Hindustan Unilever shampoo brands Clinic plus, Sunsilk are more informed in the rural areas of Himachal Pradesh than the P&G, L'Oreal or Patanjali shampoo brands.

Pearson Chi-Square 13.405(6) .037 observed a significant association between gender and brand awareness. Hence, Null hypothesis Ho1.a is rejected because Pearson Chi-Square 13.405(6) .037 value has found a significant association between gender and brand heard.

Table 2.1: Brand using across gender

Gender	SHAMPOO BRAND USING							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh kanti	Dove	Garnier	
Number/Percentage								
Male	83(29.0)	90(31.5)	33(11.5)	16(5.6)	21(7.3)	15(5.2)	28(9.8)	286(100.0)
Female	23(20.2)	19(16.7)	14(12.3)	22(19.3)	16(14.0)	7(6.1)	13(11.4)	114(100.0)
Total	106(26.5)	109(27.2)	47(11.8)	38(9.5)	37(9.2)	22(5.5)	41(10.2)	400(100.0)
Pearson Chi-Square 29.384 (6) .000								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 2.1 that 31.5% male respondents are using Sunsilk brand shampoo whereas only 16.7% female are using Sunsilk shampoo. In case of Clinic Plus shampoo 20.2% female are using this particular brand and only 29.0% of males are using the respective brand and least used shampoo brand among male respondent is Dove Shampoo, only 6.1% males responded use Dove shampoo while in case of female only 5.5% female are using Dove shampoo brand. There is a huge variation in the brand heard and brand use. In case of brand heard males are more aware of Clinic plus and females are more aware of Sunsilk shampoo brand. But when it comes to using the results got reversed as a large number of females are using Clinic Plus and the highest number of male respondents is using Sunsilk brand shampoo. Hence from the above discussion, it may be concluded that respondents are more aware and are prefers using Hindustan Unilever shampoo brands in the rural areas of Himachal Pradesh than any other shampoo company brand. Again Domestic brand like Kesh Kanti is not much heard and used by the rural population.

Pearson Chi-Square 29.384(6) .000 observed a significant association between gender and brand use. Hence, Null hypothesis Ho1.b is rejected because Pearson Chi-Square 29.384(6) .000 value has found a significant association between gender and brand heard.

Table 2.2: Monthly money spend on shampoo across gender

Gender	MONTHLY MONEY SPEND ON SHAMPOO							Total
	Less than Rs 50	Rs 51-100	Rs 101-150	Rs 151-200	Rs 201-250	Rs 251-300	Above Rs 300	
Number/Percentage								
Male	162(56.8)	43(15.1)	28(9.8)	14(4.9)	17(6.0)	12(4.2)	9(3.2)	286(100.0)
Female	39(34.2)	22(19.3)	22(19.3)	7(6.1)	8(7.0)	7(6.1)	9(7.9)	114(100.0)
Total	201(50.4)	65(16.3)	50(12.5)	21(5.3)	25(6.3)	19(4.8)	18(4.5)	400(100.0)
Pearson Chi-Square 20.061 (6) .003								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 2.2 that male respondents are spend less than Rs 50 a month on buying a shampoo. Total of 56.8% males respondents have reported that they are spending less than Rs 50 a month for buying a shampoo. On the other hand, female respondents are spending less than Rs 50 a month for buying a shampoo. Total of 34.2% of females has responded that they spend less than Rs 50 on shampoo. Hence it is concluded that majority of rural consumers of Himachal Pradesh do not spend much on the shampoo. Most of the respondents like to spend less than Rs 50 a month on shampoo.

Pearson Chi-Square 20.061(6) .003 observed a significant association between gender and money spends monthly on shampoo. Hence Null hypothesis Ho1.c is rejected because Pearson Chi-Square 20.061(6) .003 value has found a significant association between gender and monthly money spend.

To check any association between brands heard across age, cross tabulation Chi-Square test is applied.

Table 3: Shampoo brand heard across age

Age	SHAMPOO BRAND HEARD							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
Number (Percentage)								
18-24	16(21.3)	22(29.3)	5(6.7)	13(17.3)	7(9.3)	8(10.7)	4(5.3)	75(100.0)
25-34	71(37.2)	46(24.1)	23(12.0)	27(14.1)	7(3.7)	8(4.2)	9(4.7)	191(100.0)
35-44	16(22.2)	25(34.7)	7(9.7)	9(12.5)	5(6.9)	5(6.8)	5(6.9)	72(100.0)
45-54	16(33.3)	13(27.1)	7(14.6)	4(8.3)	2(4.2)	3(6.3)	3(6.3)	48(100.0)
55-64	4(28.6)	7(50.0)	1(7.1)	1(7.1)	0(0.0)	0(0.0)	1(7.1)	14(100.0)
Total	123(30.8)	113(28.3)	43(10.8)	54(13.5)	21(5.3)	24(6.0)	22(5.5)	400(100.0)
Pearson Chi-Square 25.706 (24) .368								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 3 that 29.3% respondents in the age category of 18-24 year have heard more about Sunsilk shampoo. On the other hand, only 5.3% of respondents stated that they have heard about Garnier shampoo. Sunsilk is most heard and Garnier is the least heard shampoo in this particular age group.

In the age group of 25-34 years 37.2% population have reported that they have heard more about Clinic plus shampoo brand. On the other hand, 4.2% person reported that they have heard about Dove shampoo. In this age group Clinic plus is the most heard brand and Dove shampoo is the least heard brand.

In the age group of 35-44 years, 34.7% respondents have reported they have heard more about Sunsilk shampoo and 6.8% respondents have suggested that they have heard about Dove Shampoo. The above statistical table 3 shows that in this particular age group Sunsilk is most heard shampoo and Dove shampoo is the least heard brand.

It has been observed from the above table 3 that in the age group of 45-54 years 33.3% respondents were aware of Clinic plus shampoo. On the other hand 4.2% respondents are aware about Kesh Kanti shampoo. In this particular age group Clinic plus is the most heard and Kesh Kanti is the least heard shampoo brand. Whereas in the age group of 55-64 years category 50.0% of the respondents are aware of Sunsilk shampoo brand. The least heard brands in this particular age group are Kesh Kanti and Dove shampoo brands. Hence from the above discussion, it may be concluded that respondents are more aware of Hindustan Lever shampoo brands in all age categories than Proctor & Gamble, L'Oreal or Domestic Shampoo brand. It has also been observed that the Hindustan Unilever shampoo brands like Clinic plus, Sunsilk are more informed in the rural areas of Himachal Pradesh than the P&G, L'Oreal or Patanjali shampoo brands.

Pearson Chi-Square 25.706 (24) .368 observed a significant association between age and shampoo brand heard. Hence,Null hypothesis Ho2.b is rejected because Pearson Chi-Square 20.061(6) .003 value has found a significant association between age and brand heard.

Table 3.1: Shampoo brand using across age

Age	SHAMPOO BRAND USING							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
Number/Percentage								
18-24	14(18.7)	20(26.7)	5(6.7)	13(17.3)	6(8.0)	5(6.7)	12(16.0)	75(100.0)
25-34	53(27.7)	68(35.6)	30(15.7)	13(6.8)	11(5.8)	5(2.6)	11(5.8)	191(100.0)
35-44	26(36.1)	13(18.1)	6(8.3)	9(9.7)	5(7.0)	5(6.9)	10(13.9)	72(100.0)
45-54	5(10.4)	6(12.5)	5(10.5)	5(10.4)	12(25.0)	7(14.6)	8(16.7)	48(100.0)
55-64	8(57.1)	2(14.3)	1(7.1)	0(0.0)	3(21.4)	0(0.0)	0(0.0)	14(100.0)
Total	106(26.5)	109(27.2)	47(11.8)	38(9.5)	37(9.2)	22(5.5)	41(10.2)	400(100 .0)
Pearson Chi-Square 78.706 (24) .000								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 3.1 that 26.7% respondents in the age category of 18-24 years are using Sunsilk shampoo prominently. On the other hand, only 6.7% of respondents stated that they are using Dove shampoo. Sunsilk is most used and Dove is the least used shampoo in this particular age group.

In the age group of 25-34 years 35.6% population have suggested that they are using Sunsilk shampoo more than any other shampoo brand. On the other hand, 26% people reported that they are using Dove shampoo. In this age group Sunsilk is the most used brand and Dove shampoo is the least used brand.

In the age group of 35-44 years 36.1% respondents have reported that they are using Clinic plus shampoo prominently and 6.9% respondents have suggested that they are using Dove Shampoo. The above statistical table1.2.a shows that in this particular age group Clinic plus is most used shampoo and Dove shampoo is the least used shampoo brand.

It has been observed from the above table 1.2.a that in the age group of 45-54 years 25.0% of respondents are using Kesh Kanti shampoo whereas only 10.4% of respondents are using Pantene shampoo. In this particular age group, Kesh Kanti shampoo is the most used shampoo and Pantene is the least used shampoo brand in this particular age group. In the age group of 55-64 years category 57.1% respondents are using Clinic plus brand. The least heard brands in this particular age group are Dove, Pantene, and Garnier shampoo. Hence from the above discussion, it can be concluded that respondents are more aware of Hindustan Lever Ltd. shampoo brands in all age categories than Proctor & Gamble, L'Oreal or Domestic Shampoo brand. It has also been observed that the Hindustan Unilever Ltd. shampoo brands like Clinic plus, Sunsilk are more informed in the rural areas of Himachal Pradesh than the P&G, L'Oreal or Patanjali shampoo.

Pearson Chi-Square 78.706 (24) .000 observed a significant association between age and brand use. Hence, Null hypothesis Ho2.b is rejected because Pearson Chi-Square 78.706 (24) .000 value has found a significant association between age and brand use.

Table 3.2: Monthly money spend on shampoo across age

Age	MONTHLY MONEY SPEND ON SHAMPOO							Total
	Less than Rs 50	Rs 51-100	Rs 101-150	Rs 151-200	Rs 201-250	Rs 251-300	Above Rs 300	

Number/Percentage								
18-24	24(32.0)	16(21.3)	8(10.7)	5(6.7)	8(10.7)	9(12.0)	5(6.7)	75(100.0)
25-34	106(55.5)	35(18.3)	23(12.0)	8(4.2)	8(4.3)	6(3.1)	5(2.6)	191(100.0)
35-44	34(47.2)	7(9.7)	11(15.3)	6(8.3)	5(6.9)	3(4.2)	6(8.3)	72(100.0)
45-54	24(57.4)	5(10.6)	6(12.8)	2(4.3)	4(8.5)	1(2.1)	2(4.3)	48(100.0)
55-64	10(71.4)	2(14.3)	2(14.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	14(100.0)
Total	201(50.4)	65(16.3)	50(12.5)	21(5.3)	25(6.3)	19(4.8)	18(4.5)	400(100.0)
Pearson Chi-Square 36.824 (24) .046								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 3.2 that in the age group of 18-24 years respondents are spending less than Rs 50 a month on shampoo. Total of 32.0% respondents are spending less than Rs 50 a month for buying a shampoo. In the age group of 25-34 years, 47.2% respondents reported that they are spending less than Rs 50 a month for buying shampoo. In the age category of 45-54 years, 57.4% of respondents are spending less than Rs 50 a month. Again in the age group of 55-64 years, 71.4% are spending less than Rs 50 a month for buying shampoo. Hence it is concluded that majority of rural consumers from all different age groups of rural Himachal Pradesh do not spend much on the shampoo. Most of the respondents spend less than Rs 50 a month on shampoo.

Pearson Chi-Square 36.824 (24) .046 observed a significant association between age and money spends monthly on shampoo. Hence, Null hypothesis Ho1.c is rejected because Pearson Chi-Square 36.824 (24) .046 value has found a significant association between age and monthly money spend.

To check any association between brand awareness and preference across income source- cross tabulation Chi-Square test is applied.

Table 4: Shampoo brand heard across income source

Education	SHAMPOO BRAND HEARD							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
Number (Percentage)								
Farming	15(31.2)	14(29.2)	10(20.8)+6	2(4.2)	4(8.3)	1(2.1)	2(4.2)	48(100)
Own Business	30(33.0)	31(34.1)	8(8.8)	7(7.7)	3(3.3)	7(7.7)	5(5.5)	91(100.0)
Salary	56(25.5)	62(28.2)	22(10.0)	43(19.5)	12(5.5)	15(6.8)	10(4.5)	220(100.0)
Daily wages	11(37.9)	8(27.6)	3(10.3)	0(0.0)	2(6.9)	1(3.4)	4(13.8)	29(100.0)
Live stock	5(41.7)	4(33.3)	0(0.0)	2(16.7)	0(0.0)	0(0.0)	1(8.3)	12(100.0)
Total	123(30.0)	113(28.2)	43(10.8)	54(13.5)	21(5.2)	24(6.0)	22(5.5)	400(100)
Pearson Chi-Square 34.595 (24) .075								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 4 that 31.2% respondents in farmer category heard more about Clinic plus brand shampoo whereas only 2.1% farming category respondents are aware of Dove. In the farming category Clinic plus is most heard and Dove shampoo is the least heard shampoo.

In the category of own business 31.1%, respondents have opted for Sunsilk and only 3.3% of respondents opted for Kesh Kanti shampoo. Whereas in case of Salary category 28.2% salary class respondents are more aware of Sunsilk shampoo and only 4.5% salary class respondents are aware of Garnier shampoo. This shows that in salary category respondents are more aware of Sunsilk shampoo and they are least aware of Garnier shampoo. In the category of daily wages, 37.9% of respondents are aware of Clinic plus shampoo whereas 0.0% respondents are least aware Pantene shampoo. In the category of livestock, 41.7% of respondents are aware of Clinic plus shampoo and Kesh Kanti, Dove, Head & Shoulder shampoo brands are least heard brands in the livestock category. It has also been observed that the Hindustan Unilever Ltd. shampoo brands like Clinic plus, Sunsilk are more informed in all the different income source groups. Hence we can conclude that rural consumers of Himachal Pradesh are more aware of Hindustan Unilever brands than P&G and Patanjali shampoo brands.

Pearson Chi-Square 13.405(6) .037 observed a significant association between income source and brand awareness. Hence, Null hypothesis Ho3.a is rejected because Pearson Chi-Square 13.405(6) .037 values have found a significant association between income sources and brand heard.

Table 4.1 Shampoo brand using across Income Source

Education	SHAMPOO BRAND USING							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
Number/Percentage								
Farming	21(43.8)	10(20.8)	2(4.2)	2(4.2)	9(18.8)	1(2.1)	3(6.2)	48(100)

Own Business	16(17.6)	33(36.3)	6(6.6)	14(15.4)	10(11.0)	3(3.3)	9(9.9)	91(100.0)
Salary	50(22.7)	59(26.8)	37(16.8)	17(7.7)	15(6.8)	17(7.7)	25(11.4)	220(100.0)
Daily wages	11(37.9)	6(20.7)	3(10.3)	3(10.3)	3(10.3)	0(0.0)	1(10.3)	29(100.0)
Live stock	8(66.7)	1(8.3)	0(0.0)	2(16.7)	0(0.0)	0(0.0)	1(8.3)	12(100.0)
Total	106(26.5)	109(27.2)	47(11.8)	38(9.5)	37(9.2)	22(5.5)	41(10.2)	400(100)
Pearson Chi-Square 55.625 (24) .000								

Note: Percentage (%) are presented in parenthesis

It has been observed from the above table 4.1 that 43.8% respondents in the farming category are using Clinic plus brand shampoo whereas only 2.1% farmer respondents are using Dove shampoo. In the farming category Clinic plus is most heard and Dove shampoo is the least heard shampoo.

In the category of own business 36.3%, respondents have opted for Sunsilk and only 3.3% of respondents opted for Dove shampoo. Whereas in case of Salary category 26.8% salary class respondents are using Sunsilk shampoo and only 6.8% of salary class respondents are using Kesh Kanti shampoo. This shows that salary category respondents are using Sunsilk shampoo more and they are using Kesh Kanti shampoo least. In the category of daily wages, 37.9% of respondents are using Clinic plus shampoo whereas 0.0% respondents are using Kesh Kanti shampoo. In the category of livestock 66.7%, respondents are using Clinic plus shampoo and Kesh Kanti, Dove, Head & Shoulder shampoo brands are least used brands in the livestock category. It has also been observed that the Hindustan Unilever shampoo brands like Clinic plus, Sunsilk are more informed in all the different income source groups. Hence we can conclude that rural consumers of Himachal Pradesh are more aware of HUL brands than P&G and Patanjali shampoo brands.

Pearson Chi-Square 13.405(6) .037 observed a significant association between income source and brand use. Hence, Null hypothesis Ho3.b is rejected because Pearson Chi-Square 13.405(6) .037 value has found a significant association between income source and brand use.

Table 4.2 Monthly money spend on shampoo across income source

Age	MONTHLY MONEY SPEND ON SHAMPOO							Total
	Less than Rs 50	Rs 51-100	Rs 101-150	Rs 151-200	Rs 201-250	Rs 251-300	Above Rs 300	
Number/Percentage								
Farming	35(72.9)	9(18.8)	2(4.2)	1(2.1)	1(2.1)	0(0.0)	0(0.0)	48(100.0)
Own Business	40(44.4)	20(22.2)	10(11.1)	6(6.7)	5(5.6)	7(7.8)	2(2.2)	90(100.0)
Salary	85(38.6)	36(16.4)	38(17.3)	14(6.4)	20(9.1)	11(5.0)	16(7.3)	220(100.0)
Daily Wages	29(100.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)
Live stock	12(100)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)
Total	201(50.4)	65(16.3)	50(12.5)	21(5.3)	26(6.3)	18(4.8)	18(4.5)	399(100)
Pearson Chi-Square 77.817 (24) .000								

Note: Percentage (%) are presented in parenthesis

From the above table 4.2, it has been observed that in the category of farming 72.9% respondents are spending less than Rs 50 a month for buying a shampoo and there are very few respondents who spend money around Rs 201-250. There is no respondent who spends above Rs 250 on the buying shampoo monthly. In case of own business category, 44.4% of respondents are spending Rs 50 a month for buying shampoo and only 2.2% of respondents are spending more than Rs 300 a month for buying a shampoo. In the category of Salary 38.6% population spends less than Rs 50 a month for buying a shampoo and only 5% population is spending Rs 251-300 on buying shampoo monthly. In the category of daily wage and livestock 100% population spends less than Rs 50 on buying shampoo monthly.

From the discussion, we can conclude that most of the respondents of the entire income source category spend less than Rs 50 a month for buying shampoo in the rural areas of Himachal Pradesh. Daily wage is the only category where 100% respondents spend less than Rs 50 for buying shampoo.

Pearson Chi-Square 77.817(24) .000 observed a significant association between income source and monthly money spend. Hence, Null Ho3.c is rejected because Pearson Chi-Square 13.405(6) .037 value has found a significant association between income source and monthly money spend on shampoo.

To check any association between brand awareness and preference across monthly income- cross tabulation Chi-Square test is applied.

Table 5: Brand heard on shampoo across Monthly income

Monthly Income	SHAMPOO BRAND HEARD							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
	Number/Percentage							
Below Rs 5000	7(30.4)	9(39.1)	3(13.0)	1(4.3)	0(0.0)	0(0.0)	3(13.0)	23(100.0)
Rs 5001-10000	24(38.7)	18(29.0)	4(6.5)	9(14.5)	2(3.3)	2(3.2)	3(4.8)	62(100.0)
Rs10001-15000	20(30.8)	10(15.4)	11(16.9)	17(26.2)	3(4.6)	0(0.0)	4(6.2)	65(100.0)
Rs 15001-20000	11(26.8)	6(14.6)	5(12.2)	8(19.5)	2(4.9)	6(14.6)	3(7.3)	41(100.0)
Rs 20001-25000	27(26.2)	41(39.8)	14(13.6)	9(8.7)	5(4.9)	6(5.8)	1(1.0)	103(100.0)
Rs 25001-30000	20(32)	20(32.3)	1(1.6)	6(9.7)	2(3.2)	6(9.7)	7(11.3)	62(100.0)
Above Rs 30000	14(31.8)	9(20.5)	5(11.4)	4(9.1)	2(4.5)	4(9.1)	6(13.6)	44(100.0)
Total	123(30.8)	113(28.2)	43(10.8)	54(13.5)	16(5.2)	24(6.0)	27(5.5)	400(100)
Pearson Chi-Square 70.214 (36) .001								

Note: Percentage (%) are presented in parenthesis

In the above table 5, it is observed that in the category of monthly income less than Rs 5000 respondents have heard more about Sunsilk shampoo. 30.4% respondents have reported that they have heard more about Clinic plus shampoo brand than any other brand. In this category Kesh, Kanti and Dove shampoo have the least heard brands. In the category of Rs 5001 to 10000 Clinic plus shampoo is the most heard brand. 38.7% respondents have reported that they have heard about Clinic plus shampoo and Dove shampoo is the least heard brand. Only 3.2% of respondents reported that they have heard about Dove shampoo.

Again in the category of Rs 10001- 15000 Clinic Plus shampoo is the most informed shampoo among respondents. 30.8 respondents stated that they are aware of Clinic plus shampoo. Here again Dove shampoo brand is the least heard brand.

In the category of Monthly income of 15001-20000 Clinic plus shampoo is the most heard brand, 26.8% respondents reported that they are aware of Clinic plus whereas 4.9% respondents reported that they are aware of Kesh Kanti shampoo.

In the category of monthly income of Rs 20001- 25000 Sunsilk shampoo is the most heard shampoo, 39.8% respondents stated that they are aware of the Sunsilk shampoo where only 1% respondents reported that they are aware of Garnier shampoo. In this category, Sunsilk is the most heard and Garnier is the least heard shampoo brand.

It has been observed that in the monthly income category of Rs 25001-30000 respondents are more aware of Sunsilk shampoo. 32.3% respondents reported that they are more informed about Sunsilk shampoo and only 3.2% respondents reported that they are informed about Kesh Kanti shampoo.

In the category of monthly income of above Rs 300000 respondents are more aware of Clinic Plus shampoo. 31.8% respondents stated that they are more informed about Clinic plus shampoo whereas only 4.5% respondents reported that they are informed about Kesh Kanti shampoo. Hence, from above discussion, it is concluded that Clinic plus and Sunsilk shampoo are the most informed shampoo brand in all the different monthly income categories. Whereas Kesh Kanti shampoo and Dove shampoo are the least heard brand in the different monthly income category.

Pearson Chi-Square 70.214(36) .001 observed a significant association between monthly and brand awareness. Hence, Null hypothesis Ho4.a is rejected because Pearson Chi-Square 13.405(6) .037 value has found a significant association between monthly income and brand heard.

Table 5.1: Brand using shampoo across Monthly income

Monthly Income	SHAMPOO BRAND USING							Total
	Clinic Plus	Sunsilk	Head & Shoulder	Pantene	Kesh Kanti	Dove	Garnier	
	Number/Percentage							
Below Rs 5000	11(47.8)	3(13.0)	3(13.0)	1(4.3)	3(13.1)	0(0.0)	2(8.7)	23(100.0)
Rs 5001-10000	30(48.4)	14(22.6)	3(4.8)	4(6.5)	6(9.7)	0(0.0)	5(8.1)	62(100.0)
Rs10001-15000	19(29.2)	23(35.4)	6(9.2)	8(12.3)	4(6.2)	1(1.5)	4(6.2)	65(100.0)
Rs 15001-20000	13(31.0)	13(31.7)	4(9.8)	5(12.2)	1(2.4)	0(0.0)	5(12.2)	41(100.0)
Rs 20001-25000	18(17.5)	32(31.1)	25(24.3)	8(7.8)	8(7.8)	6(5.8)	6(5.7)	103(100.0)
Rs 25001-30000	12(19.4)	13(21.0)	1(1.6)	11(17.7)	10(16.1)	8(12.9)	7(11.3)	62(100.0)
Above Rs 30000	3(6.8)	11(25.0)	5(11.4)	1(2.3)	5(11.4)	7(15.9)	12(27.3)	44(100.0)

Total	106(26.5)	109(27.2)	47(11.8)	38(9.5)	37(9.2)	22(5.5)	41(10.2)	400(100.0)
Pearson Chi-Square 110.063 (36) .000								

Note: Percentage (%) are presented in parenthesis

In the above table 5.1, it is observed that in the category of monthly income less than Rs 5000 respondents prefer Sunsilk shampoo more than other shampoo brands. 47.8% respondents have reported that they are using Clinic plus shampoo brand more. In this category, Dove and Pantene shampoo are the least used brands. In the category of Rs 5001 to 10000 Clinic plus shampoo is again mostly preferred brand. 48.4% respondents have reported that they are using Clinic plus shampoo on the other side Dove shampoo is the least used brand.

It is observed that in the category of Rs 10001- 15000 Sunsilk shampoo is the most used shampoo among the respondents. 35.4% respondents stated that they are using Sunsilk shampoo. Here again Dove shampoo brand is the least heard brand.

In the category of Monthly income of 15001-20000 Clinic plus shampoo is the most used brand, 21.0% respondents reported that they prefer using Clinic plus whereas 1.6% respondents reported that they are using Head & Shoulder shampoo. In this particular category Head & Shoulder is the least preferred brand.

In the category of monthly income of Rs 20001- 25000 Sunsilk shampoo is the most preferred shampoo, 31.1% respondents stated that they are using the Sunsilk shampoo where only 5.7% respondents reported that they are using Garnier shampoo. In this category, Sunsilk is the most heard and Garnier is the least used shampoo brand.

It has been observed that in the monthly income category of Rs 25001-30000 respondents are using Sunsilk shampoo more. 31.2% of respondents reported that they prefer using Sunsilk shampoo and only 1.6% of respondents reported that they are using Head & Shoulder shampoo.

In the category of monthly income of above Rs 300000 respondents have reported that they are using Clinic plus shampoo more than any other brand. 25.0% of respondents prefer Sunsilk for use. Whereas only 2.3% of respondents reported that they are using Pantene shampoo brand. Hence from above discussion, it is concluded that Sunsilk and Clinic plus shampoo are the most informed shampoo brand in all the different monthly income categories. Whereas Kesh Kanti shampoo and Dove shampoo are the least heard brand in the different monthly income category. It has also been observed that the Hindustan Unilever shampoo brands like Clinic plus, Sunsilk are more informed in all the different income source groups. Hence we can conclude that rural consumers of Himachal Pradesh are more aware of HUL brands than P&G and Patanjali shampoo brands.

Pearson Chi-Square 110.063(36) .000 observed a significant association monthly income and brand use. Hence, Null hypothesis Ho4.b is rejected because Pearson Chi-Square 13.405(6) .037 value has found a significant association between monthly income and brand use. Table 5.2: Monthly spending on shampoo across Monthly income.

Monthly Income	MONTHLY MONEY SPEND ON SHAMPOO							Total
	Less than Rs 50	Rs 51-100	Rs 101-150	Rs 151-200	Rs 201-250	Rs 251-300	Above Rs 300	
Number (Percentage)								
Below Rs 5000	23(100.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	23(100.0)
Rs 5001-10000	58(93.5)	2(3.2)	1(1.6)	1(1.6)	0(0.0)	0(0.0)	0(0.0)	62(100.0)
Rs10001-15000	50(76.9)	10(15.4)	3(4.6)	1(1.5)	1(1.5)	0(0.0)	0(0.0)	65(100.0)
Rs 15001-20000	19(46.3)	13(36.6)	5(12.2)	1(1.6)	1(2.4)	1(1.5)	1(2.4)	42(100.0)
Rs 20001-25000	36(35.0)	29(28.2)	20(19.4)	7(6.8)	7(6.7)	3(2.9)	1(1.0)	103(100.0)
Rs 25001-30000	13(21.0)	8(12.9)	13(21.2)	8(12.9)	5(8.1)	8(12.8)	7(11.3)	62(100.0)
Above Rs 30000	2(4.4)	2(4.7)	7(16.3)	4(9.3)	12(27.9)	8(18.0)	8(18.6)	43(100.0)
Total	201(50.4)	66(16.3)	49(12.5)	22(5.3)	26(6.3)	20(4.8)	17(4.5)	400(100.0)
Pearson Chi-Square 257.904 (36) .000								

Note: Percentage (%) are presented in parenthesis

From the above table 5.2, it is observed that in the category of below Rs 5000 respondents are spending less than Rs 50 a month on buying shampoo. Almost 100% respondents in this category responded that they spend less than Rs 50 on buying shampoo monthly.

In the category of Rs 5001-10000 respondents spend less than Rs 50 a month on shampoo. 93.5% respondents reported that are spending less than Rs 50 and in this category, 3.2% of respondents spend around Rs 101 to 200 and no respondents spend more than Rs 200 on buying shampoo monthly.

In the category of Rs 10001-15000, it is observed that 76.9% of respondents are spending less than Rs 50 a month on buying shampoo. Only 3% of respondents are spending Rs

151-250. No respondents in this category spend more than Rs 250 monthly on shampoo.

From the above table 1.4.b. it is observed that in the category of Rs 15001-20000 total 46.3% respondents have reported that they are spending less than Rs 50 a month on buying shampoo whereas 1.5% respondents are spending between Rs 251-300 a month for buying shampoo.

In the category of Rs 20001-25000, it is observed that 35.0% of respondents are spending less than Rs 50 for buying shampoo a month whereas 1.0% respondents spend more than Rs 300 for buying a shampoo.

In the category of Rs 25001-30000, it is found that 21.2% of respondents spend Rs 101-150 monthly for buying shampoo. Whereas 12.8% of respondents spend Rs 251-300 on buying shampoo monthly.

In the category of Rs above 30000, it is observed that 16.3% of respondents spend Rs 101-150 monthly for buying shampoo and only 4.4% respondents spend less than Rs 50 a month on buying shampoo.

Hence we can conclude that the income groups who have income less than Rs 25000 per month spend less than Rs 50 a month on buying shampoo and groups who have income more than Rs 25000 a month spends more than Rs 50 a month on buying shampoo

Pearson Chi-Square 257.904(36) .000 observed a significant association between monthly income and monthly money spend on shampoo. Hence, Null hypothesis Ho4.c is rejected because Pearson Chi-Square 257.904(36) .000 value has found a significant association between monthly income and monthly money spend on shampoo.

6. Conclusion

Freedom of choice to select the product had been investigated through this paper because market economy is the proponent of selection of product line by end user as per their product preference culminating to brand preference, therefore the enquiry crystal clear highlight that in the mountainous region such as Himachal Pradesh prefers brands of Hindustan Unilever transnational company over Patanjali shampoo product which positions itself in the market as a Indian brand. The empirical evidences shows that Patanjali's shampoo where present along with the HUL shampoo in the retail store but the same empirical evidence confirms that Hindustan Unilever shampoo brands are more preferred by the consumers over Patanjali

This argument evolved from the sample survey where he researchers of the paper used "freedom of method" of enquiry as being scientific investigation. Even though the purposive sampling has been used which is being non parametric in nature. Therefore for confirmatory analysis parametric research enquiry should be the future method of investigation.

References

1. Kashyap, P. (2012). *Rural marketing*. Pearson Education India.
2. http://www.censusindia.gov.in/2011census/maps/atlas/Himachal%20Pradesh.html
3. Balokhra, J. M. (1995). Wonderful Himachal Pradesh. *A survey of Geography, People, History, Art, and Arch. Culture and Economy. HG Publication New Delhi.*
4. Lal, C., Singh, K., & Pandey, A. (2015). Retailing at Bottom of the Pyramid: An Empirical Research in Himachal Pradesh. *The Indian Journal Of Commerce, 68*(3).
5. Food Products. *Asia-Pacific Journal of Social Sciences,* 3(1), 147-159.
6. Gupta, S. L., & Mittal, A. (2008). A study of consumer behavior aspects and brand preferences in rural India with reference to FMCG sector.
7. Patro, S., & Varshney, S. (2008). Brand awareness and preference in rural markets.
8. May, F. E. (1965). Buying behavior: Some research findings. *The Journal of Business, 38*(4), 379-396.
9. Skolimowski, H. (1968). Polish analytical philosophy.
10. Zaware, N.R. (April 2010). *A study of the rural marketing mix with respect to essential commodities in Ahmednagar district (Ph.D. Thesis)*.Retrieved from Shodh Ganga, on 10.03.2017 at 12:47 pm.
11. Yuvarani, R. (November 2010). *A study of rural consumer behavior towards selected fast moving consumer goods in Salem district (Ph.D. Thesis)*.Retrieved from Shodh Ganga, on 10.03.2017 at 12:33 pm.
12. https://www.hul.co.in/brands/?category=408114 . Retrieved on 01-07-2018 at 02:31pm
13. http://patanjaliayurved.org/product-category/natural-personal-care/page/2/ Retrieved on 01-07-2018 at 02:45pm
14. https://www.pg.com/en_IN/company/pg-india.shtml Retrieved on 01-07-2018 at 03:10pm