

EPRA INTERNATIONAL JOURNAL OF ECONOMICS, BUSINESS AND MANAGEMENT STUDIES

ISSN: 2347- 4378, InnoSpace, (SJIF) Impact Factor: 3.957 (Morocco)

Vol-4| August – July| 2016-17

RURAL CONSUMER PREFERENCE ON BUYING BEHAVIOUR OF FMCG PURCHASE (A Study of Kumaun Region of Uttarakhand)

Dr. Hitesh Kumar Pant¹

¹Assistant Professor, Faculty of Commerce & Management Kumaun University Campus
Bhimtal Nainital, Uttarakhand, India.

Mr. Narendra Kumar²

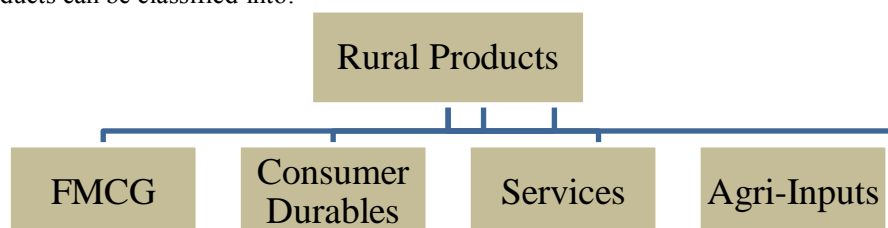
²Assistant Professor, Faculty of Commerce & Management Kumaun University Campus
Bhimtal Nainital, Uttarakhand, India.

Mrs. Pratibha Pant³

³Assistant Professor, Faculty of Commerce & Management Kumaun University Campus
Bhimtal Nainital, Uttarakhand, India.

ABSTRACT

Rural markets in India are becoming increasingly important with the growth of the Indian economy. More income & employment opportunities in rural area have increased the purchasing power of rural consumers. Rural reach is on the rise and it is fast becoming the most important route to growth for the industry. New approaches, new strategic alternatives and new operational techniques are being evolved to gain competitive advantage. Rural products can be classified into:



There is a huge market potential available in rural market for fast moving consumer goods. In this category, toilet soap is one of the important consumer goods on a day-to-day basis on the consumption part of an individual in rural segment. As the toilet soap is very much relevant to the hygiene aspects of the rural people, the researcher has selected the title of “Buying Behaviour of rural consumer” with special reference to toilet soaps. This study would recommend suitable promotion strategies for the organizations to influence the consumer behavior and to tap the untapped potential available in rural Market.

In recent years, rural markets have acquired more importance in India as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. In India, the rural areas are consuming a large quantity of industrial and urban manufactured products. In this context, a special marketing strategy, namely, rural marketing has taken shape.

Rural market is getting an importance because of the saturation of the urban market as well as due to the competition in the urban market. So, the marketers are looking for extending their product categories to an unexplored market or the rural market. The consumption pattern of rural people is increasing in recent years. The rural consumer wants to acquire the urban life system in their buying behavior.

KEY WORDS: CB- Consumer Behaviour, FMCG- Fast Moving Consumer Goods, GCPL- Godrej Consumer Products Ltd., ORG- Operation Research Group, HUL-Hindustan Uni Liver, IT-Information Technology