

EPRA International Journal of  
Climate and Resource Economic Review

ISSN: 2347 - 7431

SJIF Impact Factor (2016): 4.282

Volume 4 December- November 2016-17

**ATTITUDE OF RURAL WOMEN TOWARDS FMCG  
PRODUCTS**

**Mrs. V.Raji<sup>1</sup>**

<sup>1</sup>Assistant Professor, Department of Accounting & Finance, Dharmamurthi Rao Bahadur  
Calavala Cunnan Chetty's Hindu College, Pattabiram, Chennai -72, Tamil Nadu, India

**Dr. V. Darling Selvi<sup>2</sup>**

<sup>2</sup>Assistant Professor of Commerce, Rani Anna Government College for Women, Tirunelveli,  
Tamil Nadu, India

**ABSTRACT**

Market structure in India is dichotomous having rural and urban markets. Women constitute around 48.7 percent of India's population as per the 2011 census and are the precious human resources. Women value unique products and brands that they can use to define their individuality. Females actively seek new styles and fashion trends to a larger extent than men. The buying preferences of India's female rural consumers are changing fast, and their decision-making power and independence is increasing. This paper highlights the attitude of rural women both housewives and working women towards FMCG products. The study which has been interpreted with the help of t test, mean, standard deviation and correlation shows that the correlation between the attitude of Housewives and Working Women is slightly positive to the tune of 0.27 and so it reveals that as far as the attitude of the women respondents towards the product promotional strategies, both the group of women have different attitudes as far as the brand preferences.

**KEY WORDS:** Attitude, Brand, FMCG, Housewives, Rural, Working Women