Rural Consumer Buying Behaviour: A Review

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ABSTRACT
This paper reviews research contributions made towards exploring Indian rural markets and rural consumers in order to have a clear understanding of the markets and customers by integrating the findings. This review is made with reference to rural consumer buying behaviour with respect to consumer electronic goods. The research revealed that the challenges of penetrating rural markets outweigh the opportunities it provides. It is evident from the past research that rural consumers differ from urban consumers in terms of income, education, exposure and aspirations. Rural consumers prefer a basic product and they are price sensitive. TV ads are more effective and rural consumers like celebrity endorsements. It was observed that in many occasions, the father was the decider, friends/relatives influenced purchase decisions greatly, and wife was the initiator. This implies the importance of developing innovative and customised marketing strategies for rural markets.

KEYWORDS: Rural markets, Purchasing power, Buying roles, Consumer behaviour, Impulsive buying, Buying decision process.

REFERENCES
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Dr. B. Ganesh is the first Director of College Development Council of Kuvempu University, Shimoga, appointed in accordance with the provisions of the approved statutes. He is spearheading the cause of higher education with his vast experience of over 33 years in teaching and administration. His area of research was “Financial Administration in Universities of Karnataka State” for which he was awarded a Doctoral Fellowship from The Indian Council for Social Science Research, New Delhi. He is a recognised Research Guide of...
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Mahesh M. Vanjeri is Assistant Professor of Marketing in Department of Management Studies, SDM College of Engineering & Technology, Dharwad. He has a postgraduate degree in Business Administration in Marketing. He has 14 years of experience which includes personal selling, teaching, training & consultancy. He was the chief advisor to ‘Abhirath’, a start-up placement consultancy firm. He has conducted several training programs and workshops in the area of Marketing for corporate, government, non-government organisations and institutions. Life Insurance Corporation of India (LIC), Hubli-Dharwad Municipal Corporation (HDMC), Small Industries Service Institute (Ministry of Small Scale Industries, Government of India), Akshara Foundation to name a few. He is registered for a PhD at Kuvempu University, Shivamogga, under the guidance of Dr. B. Ganesh. His research is on “Rural Consumer Buying Behaviour in Relation to the Users of Consumer Electronic Goods in Dharwad District”. He is the corresponding author and can be reached at mvanjeri@gmail.com.