

Rural Consumer Buying Behaviour: A Review

B. Ganesh¹ and Mahesh M. Vanjeri²

¹Director, College Development Council, Kuvempu University, Shivamogga, Karnataka,

²Assistant Professor, SDM College of Engineering & Technology, Department of Management Studies (MBA), Dharwad, Karnataka, India.

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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.

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ABOUT THE AUTHOR (S)

Dr. B. Ganesh is the first Director of College Development Council of Kuvempu University, Shivamogga, 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

Kuvempu University and is guiding research students in Management discipline. He has made valuable contributions in the form of research papers presented in national and international conferences to publication in national and international journals. He participated in the International conference organised by The International Co-operative Alliance – Asia Pacific (ICA -AP) Research Committee at Kobe, Japan from 25-11-2012 to 29-11-2012 and presented a paper on “The Role of Primary Co-operative Agriculture and Rural Development Bank in the context of Inclusive Growth– A special study of Sagar Taluk in Shimoga District in Karnataka”.

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.