The rural market is an area of darkness to Indian entrepreneurs. An area, which is vast in size but amorphous in detail. An area where communications are poor and the population poorer because their operations are small scale and inadequate, therefore inefficient. An area, which cuts itself off from the nation’s economy because its own is not fully monetized.

However, in the recent past Indian market scene has been changed almost completely. Marketers have used almost every trick to grab urban consumer pie. From demographic to psychographics, usage patterns to gender. Instead, the Indian consumer is having a hard time choosing from the variety of products, shapes and styles offered to him by marketers. No doubt, these developments have come about mainly in the urban market place, but distinct changes are visible even in the remotest villages.

In old days, the importance of the study of rural consumer behaviour was not realized by the business and industrial enterprises. It was taken for granted that whatever is produced and whenever it is produced, can be sold easily in the rural market. It was further assumed that the rural consumers have no choice or preference of their own and they purchase whatever is sold to them. It was considered
enough for a marketer to collect the quantitative data of consumption, no need was realized of collecting and analyzing the qualitative data. Now, the time has changed, recognition has changed and considerations have also changed. Rural Consumer has become enough aware about his needs and upgradation of his standard of living. Information technology, Government Policies, corporate strategies and satellite communication are the factors responsible for development of Rural Marketing.

With all round economic growth and the consequent rise in disposable incomes, consumers have now more purchasing power, accessibility of new products and their behaviour and awareness in terms of new products and discriminating buying have changed, which, in turn, reflect the growing interest and enthusiasm of business towards rural markets. The business and industrial enterprises have now realized the importance of the study of rural consumer behaviour. They have accepted the fact that no marketing effort can be successful if the choice, tastes and attitudes of rural consumers are not properly considered.

Therefore, keeping in view the importance, the present study in Uttarakhand is a modest attempt to observe the consumption pattern, buying behaviour, brand choice of rural consumers, their awareness and experiences with available products, on the one hand, and their
attitude towards marketing practices of business, on the other. The present study is divided into six chapters. The first chapter is introductory in nature. It gives an overview of rural marketing scenario in India and Uttarakhand. The importance of rural marketing regarding contribution in economic development, rural consumerism, challenges to corporate and profile of Uttarakhand have also been discussed in the successive chapter. Second chapter deals with the selection of the problem, review of past studies, research design and methodology of the present study. In the third chapter, consumption pattern and brand preferences of both durable and non-durable products in the region have been observed. Criteria of product selection, sources of information, buying decision of durables and non-durables including rights awareness, existence of haats and melas, channels of distribution and attitudes towards advertisement and sales promotion adopted by the marketers in the area have been presented in chapter fourth, while discussion in fifth chapter. The last chapter contains policy implications and conclusion of the study.