Title of the Dissertation : Attitude and Behavior of Rural Consumers towards Branded FMCG Products

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ABSTRACT

While rural markets offer big attractions to the marketers, it is not easy to enter the market and take a sizeable share of the market within a short period. This is due to low literacy, low income, seasonal demand and problems with regard to transportation, communication and distribution channel. We are moving into a new area of development and the base is shifting towards Indian Villages. Thus, rural markets offer an opportunity and challenge for the marketers. The need of the study regarding attitude & behavior of the rural customer towards the branded hair oil has several meanings and definitions. Rural market of India has a large potential still untapped. So it would be very vital to know about the customer behavior in such a segment of the market as it would be of great help to the marketers to understand the consumer pattern in that niche. This study will also help to determine the brand loyalty of the rural customer towards the various FMCG brands and thus accordingly companies can build their strategy. The study would also reveal about the problems faced by the rural customers with regard to branded FMCG products which would again be very much crucial to know.

Signature of the Student