PREFACE

Doctoral Research work infuses among a sense of critical analysis to apply of real managerial situation; it gives an opportunity to apply conceptual, theoretical and imaginative skills to the real life situation and to evaluate the results there after.

This research is going to define the insight of rural consumers towards Selected FMCG brands of toiletteries, hair oils, cosmetics, perfumes that they are using. It is necessary because of huge rural base in India. An important and recent development in India’s consumerism is the emergence of the rural market for several basic consumer goods. Three-fourths of India’s population lives in rural areas, and contribute one-third of the national income. This rural population is spread all over India, in close to 0.6 million villages.

The emergence of awareness among the rural masses has made it necessary to study those traits in formal respect. So in this regard study of rural consumers, taking Punjab as a base, is done in order to obtain psychological factors that influence rural consumer to buy particular product and particular brand.