1.0 INTRODUCTION:

The Indian rural market offers an opportunity of penetration to the corporate entities. Rural area is vast in size but amorphous in detail. The rural market represents the largest potential market in the country. With over 70 percent of India’s population residing in rural areas, capturing these markets is becoming one of the most lucrative options for all sectors. In the wake of economic crisis, while the urban markets remain subdued due to cash crunch, rural economy has remained largely unaffected. A good harvest has further added to their respite. As a result, marketers are focused on small towns and villages with dedicated workforce. The market size of Indian Fast Moving Consumer Goods (FMCG) sector is about USD 13.1 billion and is the fourth largest sector in the Indian economy. A New York based research firm, the Nielsen Company, in the year 2013, had estimated that in Indian rural market, the sales of FMCG is likely to touch Rs.1,30,000 crores in 2015 from Rs. 92,100 cores in 2011-12. At present, rural consumers spend about USD 9 billion per annum on FMCG items and other product categories such as instant noodles, deodorant and fabric, with the pace of consumption growing much faster than urban areas. The FMCG market in rural India is tipped to touch USD100 billion (around Rs 45,735 crore) by 2025 on the back of "unrelenting" demand driven by rising income levels, according to a study by the same research firm The Nielsen Company in the year 2010. Also the Indian rural market is set to become a USD 100 billion opportunity for retail spending in the next fifteen years, according to a statement released by the aforesaid research firm. With urban markets getting saturated for several categories of consumer goods and with rising rural incomes, marketing executives are fanning out and discovering the strengths of the large rural markets as they try to enlarge their markets. A survey by the National Council for Applied Economic Research (NCAER), in the year 2006 confirmed that rise in rural incomes is keeping pace with urban incomes. From 55 to 58 per cent of the average urban income in 1994-95, the average rural income has gone up to 64 per cent by 2001-02 and touched almost 66 per cent in 2004-05. The rural middle class is growing at 12 per cent against the 13 percent growth of its urban counterpart. Even better, the upper income class, those with household incomes of over rupees one million [$22,700] per annum reached to 21 million in 2009-10 from four million in 2001-02. It will have a 22 to 23 per cent in rural component.
In the country we have 0.6 million villages out of which only 13 percent have population above 2000. The rural economy contributes nearly half of the country’s GDP (ETIG 2012-13) which is mainly agriculture driven and monsoon dependant. More than 50 percent of the sales of FMCG and durable companies come from the rural areas. The rural economy, with an estimated 500 million consumers has remained largely untouched by the global financial meltdown and offers huge opportunities and growth potential. The McKinsey report (2007) on the rise on consumer market in India predicts that in twenty years the rural Indian market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost four times the size of today’s urban Indian market and estimated the size of the rural market at USD577 Billion. It is no wonder that even MNCs have cottoned on to the idea of a resurgent rural India waiting to happen.

Indian marketers have not yet exploited the Indian rural market which has vast market potentiality. The potential of the rural market can be ascertained from the fact that the current penetration of the FMCG is less than 1 percent, according to the president of ASSOCHAM, Mahendra K Sanghi (www.thehindubusinessline.com, 2005)

1.1: INDIAN FAST MOVING CONSUMER GOODS MARKET:

FMCG sector in India was set up early in the 1990’s. Most of these companies were multinational companies (MNC) and entered India as a trading company. The MNCs had to encounter competition from both fellow MNCs as well as domestic entities. As a result they started to develop new product segment, distribution channel and marketing services.

By the turn of 20th century the face of Indian FMCG industry had changed significantly. With the liberalization and the growth of economy, the Indian customer witnessed an increasing exposure to new domestic and foreign products through different media, such as television and internet. Apart from this, social changes such as, increase in the number of nuclear families and the growing number of working couple resulting in increased spending power also contributed to the enhancement in the Indian consumer’s consumption.
In India, companies like ITC (Indian Tobacco Company), HUL (Hindustan Unilever Ltd), Colgate, Cadbury and Nestle have been a dominant force in the FMCG sector well supported by relatively less competition and high entry barriers. These companies were, therefore, able to charge a premium for their products. In this context, the margins were also on the higher side. With the gradual opening up of the economy over the last decade, FMCG companies have been forced to fight for a market share. In the process, margins have been compromised, during the last six years where FMCG sector witnessed decline in demand. In the current scenario the growth potential for FMCG companies looks promising over the long-term horizon, as the per-capita consumption of almost all products in the country has been recorded at low level. As per the Consumer Survey by KSA-Technopak, an Indian research firm in the year 2004, of the total consumption expenditure, almost 40 percent and 8 percent was accounted by groceries and personal care products respectively. Rapid urbanization, increased literacy and rising per capita income are the key growth drivers for the sector. Around 45 percent of the population in India is below 20 years of age and the proportion of the young population is expected to increase in the next five years. Aspiration levels in this age group have been fuelled by greater media exposure, unleashing a latent demand with more money and a new mindset. In this backdrop, industry estimates suggest that the industry could triple in value by 2015.

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of USD 13.1 billion. The FMCG market is set to treble from USD 11.6 billion in 2003 to USD 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to brand choosers.

The Indian FMCG sector is an important contributor to the country's GDP. It is the fourth largest sector in the economy and is responsible for 5 percent of the total factory employment in India. The industry also creates employment for 3 million people in downstream activities, much of which is disbursed in small towns and rural India. In the last decade the Indian FMCG sector has grown at an average
of 11 percent a year, followed by annual growth accelerated to 17 percent. Changing life style, increase in GDP and increasing consumer demand in the country this sector is growing with a new horizon expecting to cross USD 80 billion by 2026 in towns with population more than 10 lakhs. According to Nielsen, FMCG growth was 10.7 percent in the rural market and 10.8 percent in urban market during the quarter ended in the December 2011. While in the same period urban market recorded a growth of 16.5 percent, it rose even higher to 17.2 percent in the rural market.

Penetration levels for many products are low in rural areas (Velayudhan, and Namakumari 2002). Research Organisations like NCAER, ORG-MARG have made substantial studies to show that rural markets are growing at five times the rate of urban markets (Ramakishen Y, 2002, p. 9). About 12 per cent of world’s population, or 126 million households, live in rural India. As per the study of NCAER (Indian Market Demographic Report, 2002), the number of high income households in rural India between 1995-96 and 1999-00 expanded at an average annual rate of 17.2 per cent, compared to 15 per cent during the year 1992-93 to 1995-96. The absolute size of rural India is expected to be double than that of urban India (Kanan, 2001). Oral care, hair care, skin care and Food & Beverages of FMCG sector in Indian market is untapped or has not yet been exploited by the Indian marketers which have huge potential to grow.

There are various brands and big players in the Indian FMCG market which also includes MNCs. In the list of top 10 companies of FMCG products, HUL is in top position followed by ITC and Nestlé India. According to a study conducted by Nielsen out of top 100 brands 62 brands is owned by MNCs and the rest is by Indian companies. There are 15 companies who are the owner of the 62 brands and out of these 62 brands 27 are owned by HUL. Pepsi is at number three followed by Thums Up. Britannia takes the fifth place, followed by Colgate 6th, Nirma 7th, Coca-Cola 8th and Parle 9th position. These are figures the soft drink and cigarette companies have always shied away from revealing. Personal care, cigarettes, and soft drinks are the three biggest categories in FMCG. Between them, they account for 35 of the top 100 brands.
In case of personal care products like Hair Care, Skin Care, Oral Care, Personal Wash (Soaps), Cosmetic and Toiletries, Shampoo, Hair Dye etc. an average Indian spends 8 percent of his total income. Today, the personal care products, except those in oral care category, are rarely considered as luxury items. Now a day’s premium and popular segments of the FMCG products are positioned catering the income class of the rural consumers as well. The penetration levels have increased significantly with the increase in rural income and improvements in transportation and infrastructure. FMCG products have specific characteristics like small value, but forms an important part of the consumer’s family budget. Limited inventory of these products is maintained by consumer and prefers to purchase them frequently, as and when required.

1.2: STATEMENT OF THE PROBLEM:

83.3 crores out of 121 crores Indians live in rural areas (census 2011) in India with a different demographic and psychographic structure which are totally different from the urban areas. The demographic factors like literacy, income, occupation and age play a vital role in the awareness and consumption of Fast Moving Consumer Goods (FMCG). However, spending behaviour of rural people which are mostly concentrated on necessary goods rather than luxury and entertaining products unlike urban areas also makes the difference in consumption and selection of FMCG products in rural areas. So the problem we have chosen here for our research purpose is the awareness of rural consumers towards FMCG, the role played by media and packaging in creating demand for FMCG products in rural areas. To go in depth of the study matter, the spending behaviour of rural folks and the existing knowledge of these people regarding various legal issues incorporated with FMCG products are also included in our research.
1.3: DEFINITION OF FAST MOVING CONSUMER GOODS (FMCG):

In order to understand the aggregate marketing prospects for this sector it will be prudent to examine the definition of fast moving consumer goods (FMCG).

We regularly talk about things like tea, biscuits, toothpastes, razors, soaps, household care products, packaged food and beverages, etc. But do we really know under which category these things come? They are called FMCGs. FMCG stands for Fast Moving Consumer Goods, which refer to products that are sold quickly and at relatively low cost. These are retail goods that are generally replaced or fully used up over a short period of days, weeks, or months. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities and so the cumulative profit on such products can be substantial.

The popular and frequently used term FMCG, does not have a standard definition. In Indian context, products of everyday use known as FMCG. Conceptually, however, the term refers to relatively fast moving items that are used directly by the consumer.

FMCG are also termed as non-durable goods-a tangible item that is quickly consumed, worn out or out dated or consumed in single use or few uses (Majumdar, R. 1998).  

Consumer products used for personal, family or household use are further classified as three types: Convenience, shopping and specialty categories (Melvin T. Copeland, 1923).  

Hattangadi S. defines FMCG as ‘consumables’ that are consumed by consumer, typically sold in packaged form and generally branded.

Abhigyan B. in his thesis define FMCG as “An FMCG product is consumed at least once a month, sold under national brands in consumer packages through a vast distribution network and is consumed directly by end user”.
1.4: LITERATURE REVIEW:

Till date various studies takes place regarding rural marketing, which have been done by individual researcher, as well as institutes and research organizations. Study of rural market has been primarily concentrated on agriculture and farm products. For sales promotion large number of company undertakes market survey, where data’s are not available to the common people for various reasons. In rural market FMCG sector is relatively new with less availability of research work. Based on FMCG marketing lots of studies have been done in different parts of the country.

Kapoor (1976) states in his study, about the emerging life style of 47 families living in the villages of Delhi, Punjab, Haryana, Uttar Pradesh. It shows that the rural consumers were not satisfied with the services provided by village retailers. This includes product availability, price charged, after sales services and credit availability.

Rajendra H. Aneja (1996) tries to forecast the FMCG market in the year 1996 itself for the year of 2000 where he found, the retail outlets in that decade growing at about 5 per cent in the urban areas and 8-10 per cent in the rural areas. Outlets have been increasing in number and size, due to the increased availability of branded and packaged products. This indicates the growth of FMCG products in the rural market. In his study regarding the growth rate it reveals that: During the period 1996 to 2005, retail outlets in urban India will grow by about 6 per cent and in rural areas by 12 per cent. The growth rates of retail outlets will be higher in the rural areas, since more than half the market for many consumer products, like soaps, detergents, wrist watches, razor blades, batteries, etc, will continue to be in the villages. The growth rates for many basic products will continue to be higher in the villages than in the cities. Thus, the 1 million shops in urban India will grow to 1.4 million by 2000, and the 2.2 million shops in the villages will augment to 3.5 million. The total number of retail outlets will augment from 3.3 million to 4.9-5 million by the year 2000. The increase in the number of outlets will essentially be fuelled by higher levels of consumer spending and demand.

Agadi & Paramashivaiah (1997) focus on the point where the study shows increase in transportation service and development of communication network leads
to an increase in growth of rural market. Also study reveals agrarian prosperity is responsible for increase in rural income\(^\text{10}\).

Peterson et al (1997) speak and forecast about e-commerce and purchasing through computer systems in 21st century, where shoppers will buy their household needs after viewing price, brands on screens. It shows the buying behaviour which is dramatically change in the coming decade, where it is also says that the changing lifestyle and preference of brand in rural areas\(^\text{11}\).

Dey and Adhikari (1998) says implementation of various government schemes like JRY, PMRY, NREP, etc are helps to get employed and self employed of rural people which leads to increase in income and that change life style pattern of rural people and create the demand for FMCG products due to which there is a growth in the rural market\(^\text{12}\).

Brahmankar and Gupta (2000) find a growth of 55 percent share in the total consumption of FMCG products with 14percent growth per annum during the period 1992-93 to 1997-98 in rural areas\(^\text{13}\).

Saxena et al (2000) proved the growth of consumer durable goods in rural area is due to great influence of reference groups or peer groups, which leads to change in consumer behaviour\(^\text{14}\).

S.L. Rao (2000) in his study find many manufacturer adopting the nature and compositions of changes in growing rural market due to growth of rich, working women and developed states\(^\text{15}\). Although the foreign brands are dominating Indian consumer market, Indian brand also have a chance of grow in the market. This study also proved that packaging also influence in the growth of the rural market with launching on small size packet. There seen a nice growth in the niche market with standard packs in case of necessity, emerging markets and life style products.

Sarwade (2002) states in his study that; rural customers are less quality concern and availability of the products. Instead of that they are conscious about price because of low purchasing power. He also notices that rival players played an important role in pricing of FMCG products in rural area\(^\text{16}\).
Singh A.K. and Pandey S. (2005) observe that now a day’s villagers consume everything from branded soaps to soft drinks to electrical appliances. With agricultural development and infrastructural facilities rural market size and profitability also increasing. There will be a great potentiality in rural market when agricultural development will be there.\(^\text{17}\)

PR Pundit groups (2005) in his study say about growth of rural market with 53 percent demand for FMCG products also 59 percent consumer durables from rural India. In case of rise in purchasing power and brand recognition rural India has possibilities like any other market has demand and awareness boom. Changing consumption pattern and access to communication media made the rural market a fundamental mechanism in the sales enlargement wheel. Companies discover immense opportunity to Indian rural market with its massive volume and demand base. He also sees tremendous growth opportunities, but there is a lack in terms of distribution, product realignment, and product-variant creation in rural market.\(^\text{18}\)

According to \textit{S John Mano Raj} et al (2007) in the study says, there are as many middle income households in the rural areas as there are in the urban. Thus the rural marketing has been growing steadily over the years and is now bigger than the urban market for FMCGs. Globally, the FMCG sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70 percent of sales are made to middle class households today and over 50 percent of the middle class is in rural India.\(^\text{19}\)

\textit{S John Mano Raj} et al (2007) found that by adding more than one million consumers every year the Indian FMCG market is growing rapidly with a pace of 3percent-4percent per annum. Where they also found the growth rates of lot of FMCG are higher in rural markets than urban markets. In product categories like toilet soaps, talcum powder, cooking oil, vanaspati ghee, tea, cigarettes and hair oil, the share of rural market is more than 50 percent. In this study they find that there is a growth of 13.4percent in toilet soaps compared to 1994-95 with 2001-02 with an expected growth of 62.4percent in the year 2006-07, followed by Body Talcum Powder, toothpaste, cooking oil and vanaspati with growth rates 23.65 percent, 23.5 percent, 10.91 percent and 7.6 percent respectively in the year 2001-02.\(^\text{20}\)
Selvaraj A. (2007), in his research regarding rural consumer behavior observed that ‘nearness’ is the most significant factor influencing their purchase of the FMCG. It was seen that high price was another important bottleneck for the rural consumers. He also states that most of the rural people like medium size packets with lower price or medium price range and want more value for money product.

Anand S. And Rajneesh K. (2008) in a study mentions that from 1980’s rural market is growing with a high rural share at the same time with low rate of rural penetration. Thus rural market is offering tremendous growth potentiality. Proposal against agricultural reforms in Tenth plan, easy availability of agricultural loan, to connect villages with urban areas village road linkage programme by the government and improved communication is likely to give a huge fillip to the rural economy and incomes.

Makarand and Preeti (2011) forecast that rural consumers spend about USD 9 billion per annum on FMCG items and product categories such as instant noodles, deodorant and fabric, with the pace of consumption growing much faster than urban areas.

MS. Binal Vora et al (2012) focus in his study that FMCG sector has a great opportunity for growth in the country with the growing population, raising disposable income, education, urbanization and a consumption driven society. This study also states, regarding the untapped market with huge potentiality compared to world standards for the FMCG companies as the per capita consumption of all the products very low.

Anil K. (2013) in his study finds that two most desirable communication tools are advertising through televisions and viral marketing. These two tools helps marketers to create awareness in rural market and able to penetrate the market.

Anil K. (2013) finds in his study that marketers get success when they focus on rural traditions, rural perspective, rural mentality and their values. The author also says it requires complete focus on local language, culture, custom and modes of communications. In this study he also finds that rural consumers are not motivated by discounts and prices of the products instead they are influenced by brand.
awareness, so they are brand conscious, because of increasing trend of disposable incomes\textsuperscript{26}.

Mohammad A.D. (2013) finds in his study that, The Indian rural market has a huge demand of FMCG products and a great opportunity to extend it to rural areas. He also says irrespective of illiterate and literate both consumers prefer branded FMCG, which is because they have a belief that branded products are quality assured as the manufactures are from reputed companies like colgate, surf excel, vival shampoo, dabur hair oils etc\textsuperscript{27}.

Kumar N.A., et al (2014), states in his paper that, the per capita consumption of FMCG products is on the rise, due to consumer acculturation. The deeper market penetration and positioning of FMCG brands catering to the rising living standards and modern values of the rural consumer along with better infrastructure facilities by way of mobile and internet communication, roads and rail connectivity fosters higher acceptance and sales of FMCG products in the Indian rural areas\textsuperscript{28}.

1.5: GAP IN EXISTING LITERATURE:

The researcher has not come across any major research study over Kamrup and Jorhat district in relation to its FMCG market. Hence present research study will fill up the gap and create a new stock of knowledge. Although various studies have taken on rural place, there are no significant studies till now regarding spending pattern and media influence of FMCG products in respect of study areas covered in this research enquiry.

In every aspect of human life even in rural people the FMCG sector touch and brings changes in the life style, taste, habit, and fashion. There are various consumers Act governing consumer right, their uses and utilities of product which should be bought to knowledge of the consumers. Consumers should aware about the legal issues and Law. FMCG products provide variety of advantage related to size, quality and usability to the customers, which the rural people is not aware of. Adapting to a modern life style, FMCG goods are believed as a latest addition to the market which will increase the standard of living in the rural society and might bring change in culture and habit of rural people.
1.6: SCOPE OF THE STUDY:

The study is confined to consumers of FMCG products from Kamrup and Jorhat district. It will focus on consumer’s perception towards FMCG products. It will also enable the corporate enterprises and producers of FMCG products to frame their business policy decision after taking into account the behavioural aspects of the consumer towards FMCG products.

1.7: SIGNIFICANCE OF THE PRESENT STUDY:

In the days of globalisation Indian rural market is changing tremendously with a vast change in rural people because of higher education, influence of media and increase in income etc. Cumulative effects of these factors affect the behaviour of rural consumers contributing to the growth in the FMCG sector.

Increase in the demand of FMCG products in rural market, makes it more lucrative and potential market which attracts big players of FMCG markets. This research tries to analyse marketing activities and growth of FMCG products among rural consumers.

The FMCG sector touches every aspect of human life even in rural sector, which brings changes in the lifestyle, taste, habit, and fashion among rural consumers. These products provide variety of advantages related to size, quality and usability to the customers.

The present study is an attempt to fill this gap and to create a new stock of knowledge in this discipline.
1.8: OBJECTIVES OF THE STUDY:

The present research enquiry has been undertaken with the following objectives:

1. To examine the awareness of the rural consumers towards FMCG products;
2. To ascertain the role of media in creating demand of FMCG in rural areas;
3. To identify the pattern of spending behaviour of rural people on FMCG products;
4. To study the awareness level among rural consumers about different legal issues; and
5. To analyze the impact of packaging in sales promotion in rural areas.

1.8.1: RESEARCH QUERIES INVESTIGATED:

The following research queries have been formulated

1. Whether the rural consumers are aware about FMCG products?
2. Whether the consumer’s perception is influenced by media?
3. Whether spend on FMCG products is a priority in the spending pattern of the rural consumers?
4. Whether product purchasing decisions of rural consumers are influenced by packaging or otherwise?
1.9: RESEARCH METHODOLOGY:

The methodology adopted for the enquiry has been narrated hereunder.

Universe and its size:

The population under the study comprises of 1,84,642 in (763 villages) households in Jorhat and in Kamrup rural it is 2,80,269 (1037 villages) as per census 2011, spreading over 8 and 11 development blocks respectively.

Sampling Design:

On the basis of time, cost and convenience considerations a sample of 525 households have been drawn from the population in the following manner.

i. Jorhat: 225 households from 15 villages in 3 blocks.

ii. Kamrup: 300 households from 20 villages in 4 blocks.

Jorhat and Kamrup districts have 8 (763 villages) and 11 (1037 villages) blocks respectively. The selection of the sample households have been confined to 3 blocks in Jorhat district and 4 blocks in Kamrup district. Owing to time, cost and proximity constraints, the selection of the sample units that is rural households is illustrated in the table below.

Table 1: Distribution of selected households

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name Of districts</th>
<th>Name Of Sub-Divisions</th>
<th>No. Of total Blocks</th>
<th>No. Of Blocks Selected</th>
<th>No. Of Villages (Per block)</th>
<th>No. Of households (Per village)</th>
<th>Total households. (SAMPLE SIZE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jorhat</td>
<td>Jorhat</td>
<td>8</td>
<td>3</td>
<td>5*3=15</td>
<td>15*15</td>
<td>225</td>
</tr>
<tr>
<td>2</td>
<td>Kamrup</td>
<td>Guwahati</td>
<td>11</td>
<td>4</td>
<td>5*4=20</td>
<td>15*20</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>525</td>
</tr>
</tbody>
</table>

Total number of households
The number of blocks selected that is 3 blocks from Jorhat district and 4 blocks from Kamrup district altogether constitute around 30 percent of the total number of blocks in the respective districts.

The 3 blocks in Jorhat district consist of 441 villages and the 4 blocks in Kamrup district consist of 523 villages.

5 villages from each of the 3 blocks in Jorhat district, that is 15 villages in total and 5 villages from each of the 4 blocks in Kamrup district, that is 20 villages in total have been selected to narrow down the area for selection of the ultimate sample units, that is rural households. Thereafter from the 15 villages in Jorhat district, identical on the basis of total number of households, 225 households have been included in the sample under the study. Again from the 20 villages in Kamrup district, identical on the basis of total number of households, 300 households have been included in the sample under the study. Thus, total number of household sample size is 525.

**Sampling Technique:**

The sampling technique adopted under the present study is judgement sampling. As the present study emphasises on the perception, awareness and behaviour of the rural consumers with respect of FMCG products, only those households consist of at least a minor, an adult and a senior citizen member. In other words, households consisting members pertaining to three generations have been selected in order to draw valid inferences relating to the consumer awareness and behavior towards FMCG products across the different age groups of rural consumers. Such criteria for selection of sample households have been set. On the assumption that the households consisting members of all the three categories use the various FMCG products targeted for all the three age groups. Therefore judgement sampling appeared to be the most appropriate technique for selection of the desired category of households.
1.10: LIMITATIONS OF THE STUDY:

There are some limitations of the study which are as follows:

1. The lower level of literacy and limited exposure of the respondents to product and services is a limiting factor. Difference in occupational options and a high level of interdependency affects the dynamics of rural community and so, opinion based survey may not reflect the true position.

2. The consumption of FMCG products is subject to the awareness level on the part of consumers, which is pre-conditioned with certain level of literacy.

3. The level of awareness and media exposure, either electronic or non-electronic media, in rural market is comparatively low. Hence perception about branded products among the consumer couldn’t be adequately estimated.

4. Owing to transportation and infrastructural deterrence fast distribution channel is not available. Thus, potential demand for FMCG product cannot be assessed.

5. The study on FMCG sector is relatively newer for research purpose. Although corporate houses have done such study for their internal purpose, but it is not available in public domain.

6. The habit and behaviour of rural consumers are also constantly changing owing to the flow of newer information.

1.11: PERIODICITY OF THE STUDY:

The present study covers a period from February 2010 to July 2014.
1.12: REFERENCES:


23/news/27541673_1_rural-households-rural-india-rural-share. access date: 20th May, 2012


