The study of rural marketing has become significant because of the saturation of urban markets and the increase in purchasing power of rural population. The rural market is a tough place to explore with many differences and difficulties. The sector poses a variety of challenges, including understanding the strategies to supply and satisfy the rural consumers.

With an object to study the impact of FMCG products in rural market, the study has been subdivided into five chapters.

In the first chapter, the detail plan of the study such as objectives of the study, methodology adopted, review of existing literature in the field, chapter plan of the study, tools and techniques applied for analyzing data, importance of the study, research queries to be investigated are deal with. Over and above these, awareness of rural people, impact of education and awareness are also carried out.

Second chapter deals with the study area analysis, characteristics of consumers, classification of households, classification of family members, education qualification, and occupation, classification of different income groups and possessions of assets are discussed. More emphasizing has been given in the awareness level regarding various FMCG products and used and not used of FMCG products.

In the third chapter, role of mass media upon rural consumers has been examined. Role of rural consumers and choice of media for FMCG products also dealt in. Various promotional activities via traditional media and emerging non conventional media have also discussed. Media influence on purchase decision among rural households, different media exposure of rural people, preferable time to watch TV, Favorite programs on TV, viewing of advertisement has been examined. Educational qualification wise media exposure, occupation wise media influence also has been examined in this chapter.
Fourth chapter investigates in detail the spending pattern of rural people on FMCG products, income group wise spending behavior on FMCG products and legal awareness of rural people in different consumer acts also has been discussed.

In fifth chapter product packaging and its impact on rural consumers, role of packaging in selection of FMCG products, consumer attraction of packaging has been analysed. Relationship of education qualification and importance of packaging also examined in this chapter.

Chapter six of the study deals with the findings, suggestions and conclusion.

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