CONCEPTS AND REVIEW OF LITERATURE

CONCEPTS

The term marketing mix refers to the primary elements that must be attended to in order to properly market a product. Also known as The 4 Ps of Marketing, the marketing mix is a very useful, if a bit general, guideline for understanding the fundamentals of what makes a good marketing campaign. Here is a brief description of each component of the 4 Ps of the marketing mix.

**Product:** The marketing mix concept has its roots in the 1950s U.S. corporate marketing world, and the practice of marketing has obviously evolved tremendously since this term was invented. One of the changes is that there are a lot more services available now-a-days, such as those available online. Also, the distinction between product and service has become more blurry (e.g., is a Web-based software application a product or a service). Either way, product here refers to products or services. The product you offer needs to be able to meet a specific, existing market demand. Or, you need to be able to create a market niche through building a strong brand.

**Price:** The price you set for your offering plays a large role in its marketability. Pricing for offerings that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes. By contrast, those products that have a generally more limited availability in the market (but with strong demand) are more inelastic, meaning that price changes will not affect unit sales very much. The price elasticity of your offering can be determined through various market testing techniques.
**Place:** This term really refers to any way that the customer can obtain a product. Provision of a product can occur via any number of distribution channels, such as in a retail store, through the mail, via downloadable files, on a cruise ship, in a hair salon, etc. The ease and options through which you can make your product available to your customers will have an effect on your sales volume.

**Promotion:** Promotion is concerned with any vehicle you employ for getting people to know more about your offering. Advertising, public relations, point-of-sale displays, and word of mouth promotion are all traditional ways for promotion. Promotion can be seen as a way of closing the information gap between would be sellers and would be buyers. Your choice of a promotional strategy will be dependent upon your budget, the type of offering you are selling, and availability of said promotional vehicle.

Marketing has come a long way from the 4 Ps of yesteryear, and yet understanding this marketing mix is for your product remains very relevant today. The marketing mix serves as an excellent touchstone for continually checking that you are covering all of the bases in your marketing campaign.

**Geva and Goldman (1991)** discussed possible inconsistencies in consumer’s post purchase attitude when faced with disconfirmed expectations. The main argument, based on an extension of cognitive dissonance theory, was that post purchase attitude may be characterized by duality. Satisfaction with post purchase may not be closely related to intentions to repurchase because of the different functions they may fulfill.

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Whereas satisfaction reflects the need to justify post purchase behavior, intentions to repurchase, which are of instrumental importance, reflect learning from experience. This approach contrasts the prevalent satisfaction intention paradigm which assumes a causal link from satisfaction with the purchase, to intentions to repeat it.

Kent and Allen (1994) explained that brand familiarity captures consumer’s brand knowledge structures, that is, the brand associates that exist within a consumer’s memory. Although many advertised products are familiar to consumers, many others are unfamiliar, either because they are new to the market place or because consumers have not yet been exposed to the brand. Consumers may have tried or may use a familiar brand or they may have family or friends who have used the brand and told them something about it.

Hans Baumgartner (1996) this paper proposes a two factor conceptualization of exploratory consumer buying behavior in which exploratory acquisition of products is distinguished from exploratory information seeking. A scale for measuring individual differences in consumers' tendencies to engage in exploratory buying behavior is developed based on this conceptualization, and the instrument is related to several other constructs and actual exploratory behaviors. The results of six studies with subjects from two different countries show that the scale has good psychometric properties and that its relationships with other constructs and actual exploratory behaviors conform to theoretical expectations.

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Baiding Hu (1997) stated that the success of the economic reforms in rural China has raised the living standards of rural households. This is reflected in households' consuming goods and services that were not previously part of their consumption pattern. However, because of differences in economic and demographic characteristics, not every household has been able to increase consumption. Consequently, it will be useful to investigate how the likelihood of consuming such goods and services is affected by economic and demographic factors. In this paper, the probity model is used to compute the marginal and mean probabilities of consumption of five such goods and services, namely, Food away from home, Recreation, Medical Care, Transport and Postage. The empirical results show that the estimated probabilities of consuming the first three goods are more sensitive to changes in the underlying economic and demographic factors, while the probabilities of consuming the latter two goods are more sensitive to changes in the model structure.

Jarvis (1998) identified that a purchase decision requires a subset of decisions associated with information search. At some point in time, consumers acquire information from external sources that gets stored in long-term memory. For most consumers, usually this stored information, referred to as internal information, serves as the primary source of information most of the time as is evident in nominal or limited decision making.

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Narayan Krishnamurthy (1999)⁶ in his article he has pointed out that semiotics primarily works best for products that have low involvement at the time of purchase, and had very frequent usage. Fast moving consumer goods (FMCG) such as soaps, shampoo, types goods and tea were the one that fit the bill best Mnemonics also became crucial to nurture and retain place in mind space. The shelf life of FMCG products was short enough for most to remember those products by their symbols, colors and names, or a combination of those elements. The low level of literacy in rural India acts positively for signs and symbols along with visual looks to succeed.

Upadhyay (1999)⁷ identified significant differences between rural and urban areas on the basis of the role played by different members of a family in purchase decision of non durable goods. As initiators, husbands and kids are more prominent in rural areas, while wife is more prominent in the urban areas.

Vasudeva (1999)⁸ observed that the proportion of households, which are brand loyal to one or more brands, are similar in urban market and rural markets. Toothpaste is the only product for which rural market shows greater brand loyalty than the urban market. The rural brand loyal consumers were found to be comparatively more price conscious than the urban brand loyal for detergent powder and toilet soaps.


Harish Kumar (1999)\(^9\) Managing Director, Maharaja Appliances LTD., reveals that, as of now, very few players were actually tapping its potential in rural markets. Since branded and quality products were unavailable, rural folk had to be satisfied with substandard or illegal products. Moreover, the difference between the process of gray products and legal branded products was also a major deterrent. He brought out the reason that with a rise in rural per capital income, the tendency to move towards easy lifestyle will be a boon to the consumer durable industry.

Rajeev Batra (2000)\(^{10}\) this study tested whether the brand has perceived a nonlocal country of origin especially from the West, and the consumers are attitudinally preferred to brands seen as local, for reasons not only of perceived quality but also of social status. The results, thus, suggest that in developing countries, a brand's country of origin not only serves as a quality halo or summary of product quality (cf. Han, 1989), but also possesses a dimension of nonlocalness that, among some consumers and for some product categories, contributes to attitudinal liking for status enhancing reasons.

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\(^{10}\)Rajeev Batra (2000), Effects of Brand Local and Nonsocial Origin on Consumer Attitudes in Developing Countries, Journal of Consumer Psychology, Vol. 9, Issue 2, pp 83-95
Leszyzne, and Timmerman S (2000)\textsuperscript{11} analyzed that the store choice is a dynamic decision which can be conceptualized as a problem of deciding, when and where to shop. The first decision is the traditional store location choice problem where as the second is the shopping trip incidence problem relating to the timing of shopping trips. The two decision processes are correlated. Store choice is dependent on the timing of shopping trips as consumers may go to a local store for short fill in trips and go to a more distant grocery store for regular shopping trips.

Maithli Ganjoo (2000)\textsuperscript{12} of ORCN examines in his analysis that the size of the pack helps the rural consumers pick the product at a price that they can afford. Certain products like detergent and paste were bought in larger quantities, whereas shampoos, toilet soaps, eatables were bought in smaller pack sizes, the products were common to family members who bought in large pack sizes, whereas individuals preferred smaller packs. The storage life of a product also has a bearing on the decision. Edibles for example, cannot last long unless preserved and kept under ideal conditions. The affordability, storability and availability along with usage are reasons for rural consumers to look towards smaller pack sizes.

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Pradeep Lokhande (2000) observed in his article the effectiveness of sampling in rural markets. He says that the effectiveness of rural promotions and their results could mean more than just plain numbers. There was a need to demarcate brand registration and brand sale, and adds that brand registration was vital in the rural perspective, because it may then spread to other products under the same umbrella. As more products were identified in rural India, conversion to a better brand in the same category was a rather difficult proposition. So sampling was perhaps the only way to achieve this conversion.

Upadhyaya et. al. (2000) suggested that top management’s commitment to serve the rural market already exists, but lower level that looks after implementation, have exposure mostly to urban markets. Rural marketing is a network of relationships and although, rural buyers take a long time to make up their minds to decide, once they decide, they do not change their decision in a hurry. Therefore marketers’ need patience and persistence in dealing with none educated rural traders and consumers.

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Ziauddin Khairoowala and Saït Siddiqui (2000)\textsuperscript{15} conducted a survey in five weekly haats of villages in western Uttar Pradesh among 200 rural consumers. The survey revealed that the people with lesser monthly earning prefer to buy from Haat. Rich people avoid purchasing from small Haats because they look for branded and quality products. They concluded that Haats have lot of potential which needs to be exploited. Haats can come out to be an answer to all marketing problems faced in rural India.

Kevin J. Clancy (2001)\textsuperscript{16} has conducted research into the state of brands in America. The results demonstrate that consumers can't see differences between major brands in most product and service categories. As a result, more people buy products based on price.

Kannan S (2001)\textsuperscript{17} pointed out that many companies take different routes to reach rural consumers, FMCG used the weapon of sachets to modify and motivate rural consumers to try their products and it is reaping, good results as the recent survey clearly indicates that 80\% of the companies’ revenue comes from small stock keeping units.


\textsuperscript{16}Kevin J. Clancy (2001), Save America's Dying Brands Counter intuitive approaches can keep brands from sliding into commodity oblivion, Marketing Mastermind, PP 37-41.

\textsuperscript{17}Kannan S (2001), Rural Market - A World of Opportunity, The Hindu Business Line, Online Edition of India’s National Newspaper, Thursday, October 11.
Kim et. al. (2002)\textsuperscript{18} argues that customer values get influenced by product attributes and consumption behavior and they consider customer values as an output of culture. Advertisement can influence customer perception. Due to cultural differences, the perception may differ. Little attention has been focused on the Indian culture and their perception to global advertisement. Therefore, this can be helpful to global brands, especially when India is one of the top emerging markets.

Keshav Sharma (2002)\textsuperscript{19} the study showed that rural customer in the urban analogous villages wants to acquire the urban lifestyle but when it comes to buying, decision making is entirely different from its urban counterpart. Culture has a great influence on their buying decisions.

a) Equal status of female in buying decision making.

b) The rural customer up holds his traditions and customs in high esteem.

c) They hate the way their culture is being diluted through ads.

d) Only a very small proportion of the younger segment is willing to change and keep only the good that their culture has.


The Rural customer is simple and virgin. Upholding the dictum that customer is the king, if marketers try to approach him through his culture, he will feel respected and honored and will be forever yours

**Nillo Home (2002)** this study focuses on the relationship between consumers and grocery stores in the countryside. More attention must be paid towards retailing and consumer behavior in rural areas since a lot of studies have focused on urban consumers’ buying behavior while paying rather little attention to that of rural inhabitants, especially in sparsely populated areas. The buying behavior of rural consumers and the positive and negative features connected with the product and service supply of rural stores are examined. The study ideates the most relevant store choice factors of an ideal grocery store and the most important features which best describe the rural store. Factor analysis revealed the dimensions according to which rural consumers evaluate grocery purchasing, and homogeneous customer groups with different shopping orientation and were formed using cluster analysis.

**Sarwade (2002)** in his study attempted to analyze marketing and consumer behavior aspects in rural areas with reference to three villages namely Adul, Paithan and Sangri (s) from the marathwada region. The study revealed that the role of a husband in

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**20**Nillo Home (2002), Rural Consumer’ Patronage Behavior in Finland, The International Review of Retail, Distribution and Consumer Research, pp149- 164.

the family purchasing decisions in various items was comparatively less than of a housewife. It was found in the study that most of the consumers from rural area developed brand familiarity with brand names such as Lipton, international Lux, Keokarpin, BrahmiAmla, and Pantene which were heavily used in urban areas. An interesting finding of the study was that overall consumption pattern of the rural consumers had changed. Consumption expenditure for non durable items had increased considerably during the study period. Farmers should like risk bearing capabilities and self-dependence.

**Keshav Sharma et. al. (2002)** found the rural consumers believed in joint buying decision making in consultation with the elders and the ladies of the house for their personal use according to their own independent buying decisions. Advertisement with rural culture and regional/local language attracted the audience. The entire respondent felt strongly about their customs and traditions. The respondents were aware of the availability of the products. They preferred quality to price.

**Sarvani (2002)** examined and revealed about four important projects launched by it is in rural India. (1) Project streamline (1998) addressed the problems of the rural distribution system to enhance HLL’s control on the rural supply (2) Project Bharat

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(1999) was a direct marketing exercise undertaken to address the issue of awareness, attitudes and habits of rural consumers (3) Project millennium (2000) where it targeted at increasing its share in the Tea market (4) project Shakthi Sought to create a sustainable partnership between HLL and its low income rural consumers by providing them access to micro credit into investment opportunities as enterprises through sharing profits.

Lokhande (2003) analyzed that rural consumer has become enough aware about his needs and upgradation of his standard of living. IT, government policies, corporate strategies and satellite communication have led to the development of rural marketing. Although income is one of the major influencing factors, caste, religion, education, occupation and gender also influence the buyer behavior in rural areas.

Verma and Munjal (2003) identified the major factors in making a brand choice decision namely quality, price, availability, packaging and advertisement. The brand loyalty is a function of behavioral and cognitive patterns of a customer. The age and demographic variables affect significantly the behavior and cognitive patterns of the customers while other demographic characteristics such as gender and marital status are not significantly associated with these behavior and cognitive patterns of the consumers.


Ganeshmoorthy, Radhakrishnan and Bhuneshwari (2003) in their aim do analyze the brand loyalty of the products and the influence of mass media in rural markets. The study revealed that mass media had a significant role in the sales promotion of the select products. In mass media it adds that consumers wanted to buy good quality products, that too at a reasonable price; consumers give more preference to quality. The next preference was given to factors such as price and availability.

Kuldeep Singh and Varshney (2003) conducted a study with the objectives of determining individual purchase behavior of toilet soaps and what companies should do to enhance their sales of toilet soaps and at the same time satisfy the consumers‘, various ingredients of consumer behavior like motivation, learning, perception, personality, social and psychological factors have been analyzed in depth. Changing pattern of demand and supply and also the reasons for stagnation of toilet soap market were analyzed. It was not lack of awareness but lack of affordability which restricted consumers from buying.

Ashish Neogy and Soumyo Sinha (2003) in their article pointed out that the concept of rural retailing is not new. In fact in India there were 36 lakh rural outlets in 1999 in India‘s Six lakh plus villages. The study highlighted that rural retailing offers a


great chance for selling different branded goods. Hindustan lever estimates that only one lakh villages have been tapped effectively so far. The study concluded that literacy rates in villages have increased considerably, thus bringing about a shift in consumer tastes. This change has led many companies to tap this new breed of customers.

Pradeep Kashyap (2003) examined and revealed that rural people evolved systems of selling and communication that served there well for centuries. Haats could serve as both sales outlets and redistribution points as village shopkeepers also frequent them to replenish stocks. He had also examined that the army of mobile traders who go from house to house in rural India to sell a variety of FMCG (mostly takes) could be motivated so that at least some could be converted to sell genuine company brands. He also revealed that advertising agencies should entrust development of rural communication packages to professionals hailing from small towns as they could have a better connect with rural mindsets.

Raman and Suganthi (2003) analyzed factors that enabled the MNCs to have their own foot hold in rural India. Success of MNCs in rural market depends on how they adopt different marketing strategies for the rural markets over a period of time. These strategies are to be based on cultural, sociological, economic and psychological background along with a factor of 4Ps for consumers in that area.

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29Pradeep Kashyap (2003), Stealing the rural show, Praxis, Business Line, PP. 38- 43.

RuchiTrehan (2003)\textsuperscript{31} found that the Indian rural market is very big it's twice the size of the entire market of USA and it differs significantly from their urban counterpart. But these differences stand reduced due to increased penetration of TV and other communication channels in rural India. Rural India is different from urban, but it is catching up to its increased mobility of rural to urban consumers and increased level of literacy and credit availability in rural areas.

Deepak Halan (2003)\textsuperscript{32} mentioned that many rural customers are daily wage earners. So, it makes sense to package products in smaller units or other low priced variants for rural markets. In rural markets, many brands have to compete with goods from unorganized sectors. These goods are generally very low priced; often there are cheap substitutes available. The rural consumers are ready to pay higher prices for better quality or more featured products at the harvest season. This is the time when chances of selling expensive brands are seen and when money is received it also shows how it is used and what the priority order of the needs.

EminBabakus (2004)\textsuperscript{33} examining individual tolerance for unethical consumer behavior provides a key insight into how people behave as consumers worldwide. In this study, consumer reactions to unethical consumer behavior scenarios were investigated.

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\item \textsuperscript{31}RuchiTrehan (2003), A Comparative Study on Urban and Rural Consumer Behavior, Indian Journal of Marketing, Vol. XXXIII, No.7, pp7-11.
\item \textsuperscript{32}Deepak Halan, (2003), Rural Marketing: Is a Different Ballgame, Indian Management, 42 (11) , pp. 60-64.
\item \textsuperscript{33}EminBabakus (2004), Reactions to Unethical Consumer Behavior Across Six Countries, Journal of Consumer Marketing, Vol. 21, Issue 4, pp 254-263
\end{itemize}
using sample data from Austria, Brunei, France, Hong Kong, the UK, and the USA. Nationality is found to be a significant predictor of how consumers view various questionable behaviors. Gender is not a significant predictor, while age and religious affiliation are found to be significant predictors of consumer ethical perception. The study identifies distinct consumer clusters based on their perceptions of consumer unethical behavior. Implications of the findings are discussed and future research directions are provided.

**Krishna Mohan Naidu (2004)** in his study an attempt had been made to analyze the awareness level of rural consumers. It was found from the study that awareness of the rural consumers about the consumer movements were qualitative in character and cannot be measured directly in quantitative terms. There is no fixed value or scale which will help to measure the awareness. But the awareness had been studied with the help of their responses to various questionnaires relating to consumer movements, cosmetics, banking services, drugs, food products, tooth pastes and hair oil. Awareness levels were higher in the above said segments in Ranga Reddy of Andhra Pradesh.

**Sharma and Kasturi (2004)** observed that rural consumers do experience tension due to dissonance and exhibit defensive behavior and use attribution in support of their behavior. They were worse hit by non-availability of quality alternatives. This forces them to accept low quality products. As advertisements were not reaching the rural sector effectively, there is need to strengthen the hands of information agents to remove the ill effect of post purchase dissonance.

**Rajnish Tuli and Amit Mooherjee (2004)** found that the rural consumer prefers to meet his immediate and day-to-day needs from village shops and avoid a comparatively higher transportation cost at the same time; bulk purchase will drive them to the periodic markets to avail the bargain and promotional incentives which will negate the impact of shopping cost incurred. Rural consumers patronize village shops to meet their credit-based impulsive requirements. On the other hand, cash rich consumers with no urgency, prefer to purchase from periodic markets to avail the benefits of low prices, discounts and varieties etc, which in turn motivate rural consumers.

**Lokhande (2004)** observed illiteracy to be a major hindrance in rural marketing and thus audio-visual aids can enable the marketers to take their message effectively to

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35Sharma, (Dr) V.V.S & Kasturi, R. (2004), An application of attribution in consumer decision-making and defense against post purchase dissonance- a study of rural consumer behavior, Indian Journal of Marketing, Vol. XXXIV, No. 5, pp.29-34.


rural areas. It was found that brand does not matter to the rural consumers; they just want to fulfill their needs. Some consumers were brand loyal also and didn’t make brand shifts. Thus, marketers should focus on brand value. Distribution channel should be made effective so that rural retailers are not deficient of necessary goods. Although barter system was found to be prevalent notably in the rural areas, daily wage earners were purchasing commodities on payment basis only.

Malini Reddy (2004) in her study points out that a marketer had to face an entirely different set of conditions and problems when marketing in rural areas as compared to urban areas. Rural marketers need to have an open mind, and sensitize themselves to understand the rural consumer. Apart from understanding the consumer, communication in the language that the rural consumer comprehends was a challenge that the marketer had to face. Creative approaches to providing a satisfactory offering, in terms of adaptation to consumer needs of the rural market reflected in products offering as well as message used, were absolute essentials to achieve success in the Indian market.

Nagaraja (2004) found rural consumers as different type of consumers with whom clever and gimmicky advertisement do not work well quality of product and its easy availability were observed as primary and vital determinants of rural consumers’

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buying behavior. Touch and feel promotional activity has a quite high influence on rural consumers.

Shukla (2004) portrayed that if HLL’s clinic plus was market leader in shampoo market on an all India basis, then Cavinkare’s Chik was market leader in the rural areas, where clinic plus was only distant second. Regional brands and niche players, with better understanding of rural market and rural specific business models and strategies; are emerging clear leader in the rural market.

Steven A. Taylor, Kevin Celuch, Stephen Goodwin, (2004) in their research found that the brand equity and trust are consistently the most important antecedents to both behavioral and attitudinal forms of customer loyalty. There are also evidences that the models underlying the formation of research setting.

Isabel Maria Rosa-Diaz (2004) in his paper on Price knowledge: effects of consumer’s attitudes towards prices, demographics, and socio-cultural characteristics suggest that the accuracy of consumer price knowledge is dependent on numerous factors. This study examined the effect of some variables related to consumer’s attitudes towards prices and some demographic variables on price knowledge. Results showed

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that consumers were more knowledgeable about the relationships between the prices of competitor brands than about the actual prices in themselves. When certain error margins were allowed, the differences between absolute and relative price knowledge were not as evident. In addition, the accuracy of consumer knowledge of prices was found to be dependent on how much importance they placed on price, and it influenced subject’s perceptions of themselves as shoppers.

Jain and Rathod (2005) found that customers were not happy with product quality and variety available in the rural market. Promotional offers also never reached rural consumers and retailers were found selling promotional items separately. Proper marketing strategies are needed to prevent product imitation.

Bishmupriya Mishra and Sakkthivel (2005) in their survey aimed to find out the quantity and frequency of purchase of FMCG Products by rural consumers. The study revealed that majority of the products were not used by the rural consumers but they become a part of their lives, due to sachets and cheaper prices. It is very evident that small packets have really modified the buying behavior of rural consumers to a large extent. It adds that shampoo is fancy among the rural followed by spices, toothpaste, washing powder, fairness cream and so on. It vividly portrays the consumers’ preference

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to buy FMCG products in sachets. They also observed that toilet soap is yet another product as it is consumed regularly and may be preferred by travelers. The study concluded that sachets facilitated rural consumers to try new products and also played a vital role in modifying their buying behavior and above all, a major change in their lifestyles. Hence, sachets may be viewed as a sales promotion tool for modifying buying behavior rather than a yet another innovative form of packaging.

Hyllegard (2005) the study focused that specialty retailers’ success in international consumer decision making and impacts acceptance of products and services. It was found that perception concerning quality, product assortment, and quality of customers service etc differed from person to person.

KanjilaAbir, Das Indranil and SrinvatvaRohitash (2005) while rural markets present a great opportunity to companies, they also impose major challenges. The unique features of rural India call for social attention and thus, subsequent changes in the application of marketing concepts. If the Indian advertising industry is to tap rural India, it has to be firmly grounded in rural perception, values and traditions. It has to draw itself in local colors and modes of communication to make it relevant to the rural masses. It has to gain the trust of the masses by undercutting existing dependency on conventional advertisement on the one hand and deceptive and manipulative claims on the other hand.

45Hyllegard, Karen; Eckman, Molly; Descals, Alejandro Molla; Borja, Miguel angel Gomez (2005), Spanish consumers perceptions of US apparel specialty retailers products and services Journal of Consumer Behavior, Vol.4 Issue 5, PP 345-362.

Madhavi and Arulkumar (2006)\(^{47}\) in their study pointed out that most of the rural consumers are influenced by quality of the product. So the FMCG Companies should strictly adhere to the quality standards. Price is the second factor that influences the purchase of the product in most cases and hence the product should be reasonably priced. They concluded that FMCG companies could significantly increase the market share by extending attention of rural areas. More generic product with different advertisement campaigns surely attracts non users.

Ranganathan (2006)\(^{48}\) Chairman and Managing Director, CavinKare, India (Pvt) Ltd, in his article pointed out that in the last dead, increased competition has driven down margin for all the FMCG players. He further added that it is time for FMCG players to innovate not just in products, but in distribution, packaging, pricing, consumer promotion, communication and supply chain to gain a distinct advantage over competition and fuel their growth. He concluded that the future for the FMCG sector is very bright.

Shawn Thelen (2006)\(^{49}\) this research assesses the impact of consumer’s regional affiliation, within a single country, on relationships among various marketing constructs.

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Secondary qualitative and quantitative data support the premise that decision making models differ across regional societies in Russia. This implies that consumer choice models can vary in effectiveness and behave differently across regions within a single country. This research underscores the importance of recognizing regional affiliation within a country and its potential impact upon consumer behavior.

**Tapankpanda (2006)** observed that the rural market is in for a transformation. The dismantling of the middle-class myth as proved by the forgetful experiences of the MNCs and as substantiated by a recent NCAER study has led the majors like ITC and HLL to do a rethink to understand the rural market, establish the market potential there, and undertake rural marketing initiatives. The significant differences between the characteristics of the urban and the rural consumers in terms of the source of income, distribution of income, and allocation of expenditure have necessitated this. Also, the availability of marketing infrastructure, in terms of media reach, distribution network, and retail infrastructure varies quite significantly and is relatively underdeveloped in rural India. These factors make a sound network and a thorough understanding of the village psyche a sine qua non for making inroads into the rural markets.

**Upchurch (2006)** this article evaluates the linkages between product and services offerings in relation to consumer expectancies and satisfaction with intent to

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purchase additional timeshare products and services. The findings of this study support the general notion that timeshare developer services are integrally related to consumer satisfaction, and in turn influence future decisions to maintain usage patterns or to purchase additional vacation time.

**Jan Moller Jensen, Torben Hansen, (2006)** had a conceptual model of attitude-behavior consistency and brand loyalty. It is proposed and empirically tested in the context of frequently purchased consumer goods that the conceptualization of relative attitude as a composite of purchase involvement and perceived brand differences had support the hypotheses proposed the research model. The relationship between relative attitude and repeat purchasing is positive.

**Sreevalsan (2006)** the customer is king” once held true as the marketing mantra, the shift is now towards the “queen”. Once confined to grocery, vegetable, apparel, cosmetics, home care, baby care, FMCG products buying decision, today has taken a transformation in deciding on big-ticket products like high end electronics, automobiles, home financial services, white goods, airline tickets, tours and travels, art objects, jewelers etc., as she has elbowed her way in to yet another male domain ‘purchasing’

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53 Sreevalsan (2006)“the customer is king” cover story Marketer just cannot ignore her, the week, Dec 3, 2006, pp 38-47.
Anandan (2007) found that quality is the major driver to prefer a particular brand in washing soaps in the rural market. Power soaps are ruling the rural market. If the preferred brands are not available, customers buy the available brands. It is found that there is a significant relationship between the age of the respondents and the factors influencing the customers’ brand preferences. It is also found that there is no significant relationship between the type of income of the 26 respondents and the factors influencing the customers’ brand preferences. Higher price and non-availability are the key reasons for dissatisfaction of the rural customers. Marketers should target the customers with high qualitative soaps at affordable prices. They should concentrate on distribution strategies, as non-availability had been an important factor for dissatisfaction.

John Mano Raj (2007) this paper covers the attractions for the FMCG marketers to go to rural and the urban markets and uses a suitable marketing strategy with the suitable example of companies and their experience in going rural. Thus the rural marketing has been growing steadily over the years and is now bigger than the urban market for FMCG. 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% of sales are made to middle class households today and over 50% of the middle class is in rural India. But the rural penetration rates are low. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products. The

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marketers need to develop different strategies to treat the rural consumers since they are economically, socially and psycho-graphically different from each other. This paper covers the attractions for the FMCG marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy with the suitable customers.

Rajesh Shinde (2007)\textsuperscript{56} analyzed that rural India has more than 70\% population in 6.27 lakh villages, which is a huge market for FMCG products. All the income groups purchase the FMCG product but their brands differ from each other. The place of purchase, which the rural consumer prefers, is the weekly market, which is a good channel of distribution of FMCG. Moreover the youth who visit the taluk place or district place are influenced by the city culture and it is reflected in their purchasing decision. Overall the marketer should understand the customer before taking up the road to the rural market.

Yuping (2007)\textsuperscript{57} it was found that consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. For light buyers, the loyalty program broadened their relationship with the firm into other business areas.


Anil Chandhok (2007)\textsuperscript{58} suggested that many companies have attempted multiple segmentation approaches in the rural market but it is clear that one cannot rely on a specific segmentation approach. Rather, one needs to explore and understand customers through behavioral research or by undertaking pilot projects in rural areas to identify well-defined segments. The greatest problem is that the rural market is still evolving in efficient dissemination of information and there is no set format to understand consumer behavior. A lot of research is still to be carried out in order to understand the rural market. The future is certainly bright for the Indian rural market through the effective implementation of STP strategy, which will create more room for all players, including consumers, marketers and investors.

Lopamudra Ghosh (2007)\textsuperscript{59} identified key challenges for FMCG companies who are penetrating the rural markets, which include infrastructure issues like poor distribution system, improper logistics and the fragmented rural market, given the heterogeneity of the Indian population. The companies who understand these challenges and tune their strategies accordingly will surely be the winners in the years to come, taking advantage of this economic boom in the rural sector of India.


Selvaraj (2007)\textsuperscript{60} identified that the rural market is blooming, with increase in the disposable incomes of the households. By nature rural marketing is complex oriented and study of perception of rural consumers is always a difficult task unlike urban consumers. Rural consumers vary not only in their behavior, practices but also in conviction and belief, yet, the general tendency has not changed widely between rural and urban consumers as regards to aiming on superior quality products, and branded products etc. It is essential that an effective communication is information about products but also educating them regarding the use of products. though, rural consumers’ behavior remains constant at least for a particular period, it cannot be taken for granted that they will not change when better opportunities are given to them, thus, rural consumers may resort to change and hence their behavior will not remain inactive in the changing market environment. therefore it is necessary, that rural consumers have to be thoroughly studied so as to have better knowledge on rural marketing and work out appropriate marketing strategies for the success not only in the short run but also in the long run.

Ann Marie Fiore, Jihyun Kim (2007)\textsuperscript{61} in their report told that the resulting framework is an inclusive overarching structure that explains the consumer shopping experience. This framework is useful for both academia and industry. It may help orient academics to the diverse body of existing shopping experience literature and help researchers develop empirical studies blurring hedonic and utilitarian boundaries of


consumer experience. For industry professionals, it may be used to guide development of successful shopping experiences.

Aditya Prakash Tripathi (2008) noticed that the Indian rural market has a tremendous potential that is yet to be tapped. A small increase in rural income results in an exponential increase in buying power. However, the marketing strategy for rural market has to be different from that adopted for the urban market, because of different social environment. Appropriate advertising and personal selling to meet the demand and integrated outlets have become the essential elements of the marketing strategy for the rural market. The success of marketing in rural areas depends on how effectively the marketing skills are applied in the number of complex activities of marketing, beginning with the assessment of the need of the rural consumers, organizing the production to match the demand, pricing, advertising and publicity, culminating in the sale of the product at a profit.

David Griffith (2008) this paper reports findings from a recent survey of 1115 respondents from 34 rural counties/ villages in Chinese provinces. It investigates consumers’ reaction towards the advertising market by incorporating the use of information sources and perceived source credibility into the advertising effectiveness

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literature. The results show that rural Chinese consumers utilize a variety of information sources when making their purchase decision, and for different product categories different information sources are preferred. Although perceived source credibility is a reliable predictor for information sources use, the most trusted information source might not always be the most used source.

Sarangapani (2008)\textsuperscript{64} pointed out the essence of modern marketing concept is to satisfy the customer, and naturally all the marketing activities should revolve around the customers and their buying behavior. The key to ensure consumer satisfaction lies in understanding the customer, his likes, dislikes, buying behavior, buying motives and buying practices. In the light of this, rural consumer behavior provides a sound basis for identifying and understanding consumer needs. Knowledge of customer behavior is important for effective marketing efforts and practices.

Wen-bao Lin (2008)\textsuperscript{65} this study is attempted to combine the decomposition theory of planned behavior with the theories of relationship quality and product involvement to establish a complete model for the explanation of factors influencing online investment and post-purchase behavior. The SEM causal model was used to verify the capability of the model to explain the online investment and post-purchase behavior of consumers. Consumers in the top four largest cities in Taiwan who invest in


financial products via banks were selected for the study. In the preliminary fit, the financial support of family members has the highest influence on the decision of consumers (subjective norm), the incorrectness of product information announced by service providers is perceived by consumers as the highest risk (perceived risk), and the attractiveness of products is the most important variable to arouse the interest of consumers to buy (product involvement). As for the internal fit, the subjective norm to actual behavior, perceived risk to actual behavior, subjective norm to post-purchase behavior, and gap of perceived service quality to post-purchase behavior reach the significant level and the overall goodness of fit of the research model was satisfactory.

Kurt Matzler, Sonja Grabner-Krauter, Sonja Bidman, (2008)\textsuperscript{66} in his study found out that Customer's risk aversion is significantly related to the two forms of loyalty (attitudinal loyalty and brand loyalty). When brand affect and brand trust are introduced into the model, the previously highly significant relationship between domain-specific risk aversion and attitudinal loyalty becomes insignificant and the risk aversion-repurchase relationship becomes much weaker, while risk aversion strongly influences brand trust and brand affect.

Jyothsna Priyadarsini K (2009)\textsuperscript{67} it is understood from the study that many rural men feel delicate to use cosmetics. Rural males have a feeling that cosmetics are mainly


meant for females. The social stigmas against male grooming products persist a lot. These male respondents consider their use as feminine. Now it is the job of marketers to create a cosmetic sense among the masculine breed. The present empirical study shows that a majority of the customers are unaware of the importance of male grooming and exclusive male grooming brands. Henceforth, marketers should attempt to create product awareness and drive the customers through brand awareness.

Archana Kumar (2009) this study of Indian consumers examines the effects of individual characteristics (i.e., consumer's need for uniqueness and attitudes toward American products) and brand-specific variables (i.e., perceived quality and emotional value) on purchase intention toward a U.S. retail brand versus a local brand. A total of 411 college students in India participated in the survey. Using Structural Equation Modeling (SEM), this study finds that Indian consumers' need for uniqueness positively influences attitudes toward American products. Attitudes toward American products positively affect perceived quality and emotional value for a U.S. brand while this effect is negative in the case of a local brand. Emotional value is an important factor influencing purchase intention towards a U.S. brand and a local brand as well. Implications for both U.S. and Indian retailers are provided.


Pawan Garga (2009)\textsuperscript{69} it is understood from the study that rural market has its own set of challenges. Therefore, organizations need to unlearn and then relearn the marketing strategies and tactics that will enable harnessing the immense rural potential. The approach, strategies and marketing mix needs to be modified and examined from rural consumer's perspective to be successful in the rural market.

Sushash B (2009)\textsuperscript{70} has discussed about the share of rural areas in total FMCG products consumption in India, factors influencing sale in rural markets, ways of market penetration, problems and limitations. He has finally concluded that with the increasing competition and saturation of urban markets the future prospects in rural markets are high.

PauravShukla, (2009)\textsuperscript{71} in her research found out that contextual factors have the strongest influence on purchase decisions. Furthermore, contextual factors influence the brand loyalty and switching behavior. The findings provide important insights with regards to the factors of practioners should focus to better tailor their content and approaches.


\textsuperscript{70}Subhash.B. (2009), Rural Marketing FMCGs Tapping Rural Markets in India, Marketing Mastermind, pp. 59-61.

Estiri (2010) in this study, we have tried to evaluate and compare the effects of packaging elements on consumer behavior in the pre-purchase, purchase and post-purchase stages. The questionnaires filled by participants (n=175) which were analyzed qualitatively to examine the importance of different packaging elements on consumer behavior in the three stages of purchase decision. Results show that all packaging elements are highly important for food products buyers and these elements can highly influence their purchasing decision.

Joyce Xin Zhou (2010) China is rapidly becoming an important market for consumer goods, but relatively little is known about variations in consumer shopping patterns in different regions of China. We employ a cultural materialism perspective in understanding decision-making styles of inland and coastal shoppers. Our findings reveal that consumers in the two regional markets do not differ in utilitarian shopping styles but they do in hedonic shopping styles. Marketers need to understand these differences to be able to market effectively to consumers in different regional markets within China.

Dr. S. Saravana (2010) in his article in Indian Journal of Marketing entitled “A study on consumer behavior of woman with special reference to durable goods in Coimbatore city, Tamil Nadu” found that education plays a key role in shopping behavior.

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and higher income group respondents shop as and when they like. In majority women plays a major role in purchase decisions and they prefer to prepare an item list before purchasing. Family influences the consumer’s behavior to a great extent while purchasing. Majority of the correspondents prefer to purchase products from departmental store rather than any other shop. Most of them are satisfied with the factors such as price, quality, and availability of service and design of durable goods.

**Kunalswani, Boongheeyoo (2010)**\(^{75}\) in her “Interactions between price and price deal”, had found out that, there is a strong interactive effect between price and price deal: price deals do not have a uniform effect across brands but a different effect depending on the price level of the Specifically, for a high-priced brand, a negative effect of price deals on behavioral intentions (brand equity, brand loyalty, and purchase intention) was found. On the contrary, for a low-priced brand, a positive effect of price deals on each of the same behavioral intention variables was found.

**Senthil Kumar (2010)**\(^{76}\) from his study customer nowadays selecting the banking service based on convenient location of branches. The main objective of his paper is to find the impact of customer loyalty and the customer relationship marketing strategies in Indian banking sectors. The research design of primary data is collected through a pretested structured questionnaire from 200 respondents in Chennai district and analyzed with the help of present analysis, and statistical techniques to obtain results regarding the

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impact of customer relationship strategy. From his findings 43.23% of respondents are considered only their same bank; they’re not willing to change their bank account. Hence he concludes in this day and age, customers enjoy complete luxury in terms of customized technical solutions and banks use the same to cement long-term, mutually beneficial relationships.

Mohanraj (2010) the main objective of his study is to find out the factors which are decides employer branding and channel through which it employer branding spreads. The study population consist 100 employees of Aravind Mills the primary and secondary data have been collected. The data analysis is carried out to extract meaningful information from collected data it can be concluded that a remarkable reputation, perception and image in the job market builds on both the attractiveness in factors that are of fundamental importance to high performers as well as elaborate efforts, which make this attractive visible in the job market.

Ashok Kumar(2010) from his study the main objectives are to identify the fast moving rum variety among consumers, to make a comparative analysis on different brands of rum, to find out the factors influencing in preferring the rum brand and to identify the availability of old monk xxx rum. In this research methodology the researcher used descriptive research design to analyze the opinion of the bar managers

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towards the brand preferred by consumers with special reference to old monk xxx rum in Bangalore city. From this a sample of size 120 has chosen through convenience sampling technique under non probability sampling method and the data were collected with help of questionnaire. The analysis was done with the help of simple percentage method. The major findings are old monk is the fast moving rum brand, awareness level among the consumers about old monk rum is almost high, most of the consumers don’t prefer other brands if old monk rum is not available, most of the respondents tell that occasional drinker does not prefer old monk. This study concludes that it will help the company to focus its future course of action and the researcher try to reveal the facts about the brand preference.

Krishnan Namboothiri and Blessy Elizabeth Mathew (2010) from their objective to the study is system of competency mapping followed in the major multinationals. The secondary objective is to evaluate the system of talent acquisition, training and development followed in the organization, and to study the working of the organization before introduction of competency mapping. The scope of the study shall be restricted multinationals chosen by this researcher following the system of judgment sampling. Convenience sampling methods will be used for collecting data; structured questionnaire is to be used for primary data collection along with personal interview and secondary data to be collected from manuals, reports, documented cases etc. From their conclusion the human capital is any form of knowledge, skills, motives, attitudes and values that are permanent or semi-permanent the person possess. Self-

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79 Krishnan Namboothiri and Blessy Elizabeth Mathew (2010) the impact of the system of competency mapping followed in Indian multinationals March, Vol.1, No.79, pp 474-477
awareness is also human capital it has the limitation of not multiplying if the person does
not have the capacity to acquire.

Amish Arora and Khushbusahu (2010) from their study they focuses on the
market segment of teenagers for celebrity endorsement. In this paper, researcher places
the research to examine the use of celebrity endorsement and bring to light some issues
that need additional research. The research objective is to find out the impact of brand
ambassador in the mind of the teenagers and to focus the factor which, help the marketers
to attract the attention of teenagers and also to find out the role of celebrity in the sale of
the product. A quantitative research was carried out, to understand the interest of teenagers
towards the celebrity. Primary data was collected from various respondents through
questionnaires. The study was conducted in English but it includes respondents form
different cast, creed and language. This study is limited to the respondents aged between 9
to 15 years as a smart unit and the sample size is 300 respondents. From their conclusion
today teenagers give a biggest platform to the marketers to use them as a potential
customer and celebrities are playing a role of cheery on a cake by endorsement.

Srilekha (2010) from her study the most areas of consumer behavior including
the impact of everything from music lighting on how people behave and how they
consume products. This is not surprising considering the fact that we live in a
consumption-driven culture. We will focus on the basic constructs accepted today in the

No-113, pp 493-497

81 Srilekha (2010) A study on buyers behavior of private label brands with special reference to electrical
study of buying behavior. The objectives of the study are the buyer behavior of electronic
goods, the awareness of the availability of private label electronic goods, to know the
customer attitudes towards private label electronic goods. The research methodology she
have been used descriptive research and simple random sampling and 300 respondents and
the tools simple percentage analysis and weighted average method. The conclusion of the
study is the customers are aware of brands in electronic goods while purchasing, mainly
because of quality. In the recent survey the researcher understood that the awareness level
private brand goods are increasing with change in trend among people.

S. Preetha (2010)\textsuperscript{82} from her study the new private sector banks have made
customer relationships the bedrock of their marketing strategies. But the public sector
banks woke up rather late to its necessity. The public sector banks’ managements are
convinced of the crucial nature of customer relations in marketing as well as operations.
The objective of her study are identify the factors that influence customers in the selection
of a channel for catering to their personal banking needs, analyze the expectation of
customers regarding interest rates, repayment terms etc in case of housing loans, to
examine the opinion of customers with respect to ATM cards, evaluate the comfort levels
of customers by carrying out transactions through various channels viz. branch and ATM.
The research design adopted for the purpose of this study is a descriptive one. It includes
survey and fact findings enquiries of different kinds. The main findings of the study is the
application of chi-square tests, the conclusion is made that the usage of banking channel is
not affected by age, educational qualification and frequency of transactions. The

\textsuperscript{82} S. Preetha (2010) Customer perception towards personal banking services in the changing scenario March,
conclusion of the study is which can swim with the tide and rides the waves, can come up.

The fortunes of public sector banks are intricately tied up with Indian economy. Indian Banking sector is changing very rapidly and would witness a sea-change by the end of this decade.

**G. Suresh (2010)** from his studies the consumers’ attitude towards green products, examining the level of consumer awareness about green products. It had been collected by means of structured interview schedule from the 200 respondents those are randomly selected by using multi stage random method. The secondary data were collected from the company’s annual reports, various magazines, newspapers and Internet. In this study, statistically tools such as percentage analysis and Chi-square test have been used for measuring the impact of green advertisement on consumer buying behavior. Ho: There is no significant difference between the green advertisement awareness levels of the respondent. The findings of this study are that the majorities (60%) of the respondents are embrace with available green products and 40% of respondents are looking for modification on available green products. Finally, to conclude the study, the green advertisements have influence on the consumers ‘awareness, not in the buying behavior

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S. Sarala Lakshmi and Deepa Azhakeshwari.A (2010)\textsuperscript{84} from their study the objectives are examining consumers’ attitudes, behavior and preferences and their effect on purchase, the impact of innovation, extracting the sources of information through which buyers came to know about silk sarees of RMKV and identifying the most favorable choice of all silk sarees. The primary data has been collected directly from sample respondents through interview method. Compact Disc which was produced by RMKV namely “finding of Roots” are used for the collection of secondary data. Under this research the respondents are selected as per the convenience of the researcher such as nearness, easy availability of data etc. So it is named as “convenience sampling under non-probability sampling” (120 Respondents). The findings are majority of respondents, who are able to purchase the product, belongs to the higher income group’s level and they were highly educated, most of the sample consumers feel that the price of the products is too high. From this the study concludes the days have changed and science and technology have given rise to scientific marketing. In this scenario RMKV plays a predominant role in their innovations, product should reach all level of customers but the innovated products of RMKV are generally is in a high rate.

K. Kalaiarasu and N. Kalyanaraman (2010)\textsuperscript{85} their study describes and reveals about the marketing strategies of metrology products of advance technology especially in one dimensional and two dimensional measuring instruments in the


engineering industries to focus particular market segment of automobile industries and valve industries. The methodology shows to get refined results geographically focused and choose southern region of industrial corporate and its vendors. Almost 220 corporate and 450 valid vendors of data collected for this study. Out of that 30 corporate each 10 customers from two wheelers, heavy and light commercial vehicles segment and valve industries. Interview and selective questions were formed to know about their requirements and needs. Hence the study concludes and ensures the need of the instruments in the engineering industries inevitable. This technology will dominate another half decades, also create more advanced product need and demand in the forthcoming years like shop floor measuring instruments, coordinate measuring machines, video measuring instruments etc.

S. Saibaba and T. Thirumal Reddy (2010) The purpose of their study is to explore the factors that influence customer to switch the cellular service providers, and also the effect of selected variables such as customer satisfaction, loyalty and switching cost, on their attitude towards switching to competitors. A sample of 302 respondents were selected, by following the non-probabilistic convenience sampling technique as it is appropriate for exploratory studies. According to the chosen methodological research approach, the quantitative data was analyzed by using SPSS-program. The survey was conducted during the period of September 2009 to November 2009. The conclusions states that the telecommunication market in India represents an empirical context where

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switching is common and where people have several alternative service providers. Understanding customers has become more and more important since the society has made it easier to find the information. The results of the study found a positive relationship between customers’ perceived quality, loyalty and satisfaction, and attitude toward the switching to a competitor.

**Soniya (2011)** from her study, she have find out customer relationship management towards various network services and the secondary objectives include to study about customer preferences on network, the level of customer satisfaction and the attitude of people working in various network services. The research design in descriptive in nature and for data collection convenient sampling method is used. Data are collected from both primary and secondary sources. A structured questionnaire consisting of open and closed ended questions have been used. The tool used for analysis is chi-square. The major findings are the most of the respondents are satisfied with the network coverage and services quality of network. The strong recommendation has been given for the study which includes providing tower in village area to improve the technology of mobile phone and to implement the show-room facility. Therefore the key to a successful customer relationship management program is information.

**Vanniarajan, Maran, and Anbazhagan (2011)** from their study, they find out the financial services are inherently intangible and high on experience and credence

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87 Soniya.k (2011), Customer Relationship Management among various network services, JMIJMM, Vol.1, No-3, pp 203-212

88 Vanniarajan, Maran, and Anbazhagan (2011)
quality, in order to promote them effectively, a service provider must first identity the dimensions used by consumer to evaluate the service quality of bank prior to becoming a customer. Based on responses from customer, the current study identifies four dimensions reliability, responsiveness, and assurance end tangibles which form the domain of customer’s evaluation of search quality in the financial service industry.

Sheetal Singla and Dr. Sanjiv Bansal (2011) from their study the variables/factors that affect customer buying behavior of the impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc, on customer impulse buying behavior has been analyzed. The study is based on the secondary data. Consumer dynamics in India is also changing and the retailers need to take note of this and formulate their strategies and tactics to deliver expected value of the customer

Dhivya Sathish (2011) from her study the actual scenario of recession impact on the retail industry through a well structured and customized research technique, which leveraged in concluding certain factors with high level of authenticity of relevant support data and information with statistical significance. The Study has been conducted in the Chennai region among a group of 150 retailers of different levels to retails, different

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89Sheetal Singla and Dr. Sanjiv Bansal (2011)The changing behavior of consumer in Indian context- A descriptive study, JMJMM, Vol.1, No.3, pp 139-144, ISSN: 2230-701X.

categories of commodities. The class level of retailers is assigned as per the business volume they turnovers, the level of services and type of category that they sell in their facility. The conclusion for this study has been derived after validating the data collected and then processing the same with certain key statistical tools including correlation and ANOVA. The analysis is directed with help of certain preset assumption in the name of hypothesis which are relevant for this study.

**Thiruvenkadam and Panchanathem (2011)** from their study of consumers help firms and organizations improve their marketing strategies by understanding issues such as how the psychology of how consumers think, feel, reason and select between different product from the level of importance or interest that they entail for the consumer and how marketers can adopt and improve their marketing campaign and marketing strategies reach the customer. Therefore there is a growing need to evaluate the drives of retail store choice behavior in the Indian context. The study was descriptive in nature, structured, cell administrator questionnaire developed on the basis or review of literature, measuring eleven constructed, containing of 57 statement pertaining the retail store behavior were used to collect primary data from 522 respondents. This paper aimed at developing a statistical model of retail patronage behavior of Chennai shoppers.

**Ramesh (2011)** from his study the component of firms customer relationship management strategies, loyalty programs aim to increase customer loyalty by rewarding

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customers for doing business with the firm. Through such programs, firms can gain more repeat business and, at the same time, obtain rich consumer data. Every successful business connects with customers by using purchase history data maintaining and using customer insight can make an enormous difference on the quality of customer service provided. The word ‘customer Loyalty” is employed to explain the performance of repeat consumers, in addition to these that recommend good scores, reviews, or testimonials. A few customers do an exacting company a great overhaul by offering positive word of mouth advertising regarding a creation, telling associates and family, thus adding up them to a group of programs devices towards keeping a customer happy.

Amandeep Singh and Anilchandok (2011) from their study the product are sold quickly at relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large. They try to achieve this by segmenting the whole market into segment markets that has a no of customers with common needs and buying motives and then developing solutions that appealed particularly strongly to those segments. The best segments must have potential, lifespan, accessibility and profitability. The key is identifying which segments provide value in terms of potential, life span, accessibility and profitability, because a sales strategy’s effectiveness increase according to our capacity to single segments, identify then and dissect them. This research paper


endeavors to describe the relative importance of the factors affecting the customer in the selection of a purchase location

G.Mohanrangam and P. Sasikala (2012) from this study their objective is to analyze the opinion of customer about the marketing mix components of the APPML. A primary data shall be collected from the customers of the company by administrating as well structured and non discussed schedule. Convenient sampling method shall be used and the sample size shall be 100. From their conclusion majority of customer of APPML prefer the paper of APPML as their first choice, and they preferring A4 & A5 size variety papers. On the whole it can be said that the marketing mix strategy of APPML is quiet satisfactory, as the customer opinion about the components of the company’s is quiet above the average requirements.

The purpose of this paper is to develop a model of service quality and demonstrate its relevance to customer commitment a promise to retain the relationship with the marketer. In this paper, correlation analysis is employed to show the relationship between the different variable. A series of studies are conducted for the development and validation of multiple measures for the dimensions of service quality. Once the dimensions are identified date from the study were used to select the items based on factor analysis. Confirmatory factor analysis is then used on the data obtained from a retail chain top examine the factor structure, and provide evidence of dimensionality, scale reliability and validity. A model is developed to measure service duality which

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shows the relationship between the service duality and customer’s commitment to retain relationship. The model also shows the outcome of all these activities in the forms of customer’s trust satisfaction and commitment. The model finds its relevance with the marketers as took to measure their performance.

The proliferation of online shopping and marketers craving for a large share of the internet market, necessitates an understanding of the impact of demographic characteristics on purchasing behavior of the customer over the internet. Such knowledge will help managers understanding and segmenting their markets to improvement appropriate marketing strategies. This paper empirically studies a sample of 200 internet users in NCR Delhi. The study examiners the consumers attitude toward online shopping and investigates the factors influencing the online shopping behavior of the customer for clothing. The finding indicates that income and age group influence online shopping attitude. This paper-provides an analysis of the data, a discussion of the finding and the managerial implications; and offers directions for further research.

Consumer behavior has gained importance for managers of both the profit and non-profit organizations, and of policy makers. In modern marketing, firm’s success depends upon customer satisfaction. Therefore, the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction” is foe requirement of the marketer. Information technology has changed the present socioeconomic environment enormously. The expanded horizon of telecommunications has led to the substantial increase immobile services. The present study assessed the consumer’s awareness and attitude towards different mobile service providers in Lucknow. The paper aims at studying the consumer satisfaction and its future impact on socioeconomic changes.
RESEARCH GAP

The reviews of related literature regarding the rural consumer behavior are analyzed from different sources. From the analysis of the review of literature, it is found that all the studies have attempted to examine the rural consumer behavior of various product categories with the study of only the pre-purchase behavior or at the time of purchase or post purchase behavior. But no attempts have been made to study all the three constraints jointly. So this was identified as research gap after analyzing all the review of related literature. Hence, in this study a serious attempt have been made to study the rural consumer behavior on FMCG with different stages namely, pre-purchase behavior of rural consumer, rural consumer behavior at the time of purchase and post-purchase behavior of rural consumer.