At present (in 21st century) rural market is being open market to several products and services, useful for the public beyond the unobjectionable limits also. From electronic appliances to electrical goods, home needs to physical needs, the branded companies concentrated on rural market to meet domestic needs in a most useful way. Branded packaged food is no exception. Packaged food is the food like ready to eat food, rice mixtures, instant mixtures, soup mixtures, spice mixtures, snack foods, etc., named and established in India by the Defense Food Research Laboratory (DFRL), Mysore.

The concept of rural market in India is still evolving and undergoing enormous challenges like understanding rural consumers, reaching to remote locations and communicating with heterogeneous rural audience. The unique consumption pattern, tastes, different rural geographical and vast sub-cultural differences display numerous heterogeneity, calling for the best understanding of pinpointed strategies.

The new marketing strategies of the Multi National Companies (MNCs) and the Domestic companies are resulted in the increased production, improved infrastructure and marketing communication facilities. The Increased rural development investment has increased the purchasing power of the rural consumers. The increased purchasing power changes the dynamics of rural consumption behavior and utilization.
This thesis identifies some of the influential work in the area of packaged food, entitled "Impact of branded packaged food products on rural consumers in Chittoor District" is an empirical study aiming at to study the attitudinal behaviour of rural consumers towards Branded Packaged Food (BPF) products, to distinguish Affect, Behaviour and Cognition attitudes of rural consumers towards Branded Packaged Food products, to find factors influencing the willingness to pay for Branded Packaged Food products in rural consumers and to study the impact of promoting the mix of Branded Packaged Food products to rural consumers.

Earlier studies pointed out that Indian market is a huge & the largest market with lot of potential in it. Nearly 70 percent of the population lives in rural areas. They also pointed out that Indian markets have both urban and rural characters. A silent revolution is taking place in rural areas, where the majority of the population live, that the consumption patterns and preferences of the rural consumers are changing.

The rural population is influenced by television advertisements. Earlier studies pointed out that the age, marital status, occupation and family income are significantly related to the monthly spending on packaged food. The recent trends appeared and motivated by nutritional food safety perceptions and health concerns were not the only factors. Earlier Studies were also observed that taste, price, convenience, variety and quality are also important. Income of the family and women employment is the major effective factor influencing the family decision making for the best utilization. In conducting present
research, some of the methods and procedures are adopted from the study like 
Multi Stage and sampling procedures to select sample size, Categorization of 
packaged food and Projective techniques are used for field survey. The primary 
data is analyzed with some specific statistical tools like Mean, t-test, one-way 
ANOVA, DMR Test, Logistic Regression analysis, Correlation with the help of 
Statistical Packages for Social Sciences (SPSS) version 15.0. The analysis part 
of this study has been set into chapter wise, headed by ‘Rural consumers’ 
attitude towards Branded Packaged Food’, ‘Factors influencing the willingness 
to pay for packaged food’ and ‘The effects of promotion mix on rural 
consumers.

Packaged foods have been compromised by the addition of hormones, 
additives, preservatives, unnatural genetic material or other chemical or heat 
treatments that alter or destroy the natural healthy enzymes, fatty acids, 
vitamins and minerals. The main goal of food processing is to lengthen the 
shelf life of foods so that larger amounts can be sold over time.

Rural consumers who seek for a Branded packaged Food Products are 
mostly Small & Medium Family households and Employees & Landlords. This 
means that monthly income holders and people with good income may have an 
intention towards Branded Products. Usually in rural area, households who are 
not engaged in other works (agricultural work, etc.) may spend time in 
watching Television, engage with school going children. The effective 
advertisement will grab the attention of these viewers. It involves their interest 
into the product. The high involvement of a customer will take him or her to
get an experience of that product. At the time of purchase of food item, most of the customers will listen to their conscious mind (i.e. high involvement of him or her into a product). Apart from this, the urbanized culture, of these groups of customers, (i.e. timely lunch, tea / coffee, snacks, which is not at all rural culture) will lead to seek for branded packaged food at rural shops.

Grabbing the attention of rural consumers is one thing, but to the truth creating consumer-brand image and packaging must appeal to the consumer's wants, needs and lifestyle. Firms looking towards managing brands in Bottom of the Pyramid (BoP) market segments need to reduce brand costs by increasing the volume of sales and augmenting consumer value. Brands of BoP market segments are socially and culturally embedded. They are co-created by consumers and firms, and positioned with the influence of brand equity of the premium market. Unlike traditional brands, BoP brands may be sufficiently malleable to support brand interpretations in the rural and suburban consumer segments.