Chapter II

Review of Literature
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2.1 INTRODUCTION

The review of the earlier studies and the observations of the researchers help in evaluating the strength and weakness of the concepts used earlier. As a result, it is a prerequisite review those studies and specifies appropriate concepts as applicable to the present study. It guides the researcher in understanding the methodology used, limitations of various available estimation procedures and database and lucid interpretation and reconciliation of the conflicting results. In case of conflicting and unexpected results, the researcher can take the advantage of knowledge of other researchers simply through the medium of their published works. This chapter discusses the research works done in the past, which includes consumer buying behaviour, awareness, brand preference, and post purchase behaviour.

2.2 RESEARCH IN INDIA

Sharma and Rao (1972) in their article entitled “Problems of Rural Marketing in India”, segmented the national market into rural and urban markets. Rural markets having low population density UN integrated in terms of communication and physical distribution facilities. They further define the dimensions of rural marketing in terms of “population, income, and consumption levels”.

Singh and Singh (1981) in his article entitled “A Study of Brand Loyalty in India”, found that consumers had single or multi-brand loyalty based on the nature of product, such as necessities or luxuries. In addition, brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.

Kumar et al. (1987) in their article entitled “Buying Behaviour of Rural consumers”, point out that the factors influencing the buying decision - making of consumers on various food products. The chief factors influencing the consumers were country of origin, brand and the socio-economic factors were age, education, and income. Finally, the study identified brand image seemed to be more important than the origin of the product.
SanalKumar (1987) in his article entitled “Buyer Behaviour in Rural Markets”, focused new product awareness of rural consumers. He found that the rural consumer uses multiple sources of information and television as one of the important sources. Secondly, the male member of the household carried out the actual purchase in rural markets, though the decision maker depends on the type of product. Finally, the rural consumer was less aware of new products.

Jha and Mithileshwar (1988) in their article entitled “Rural Marketing-Some Conceptual Issues”, argued that the concepts ‘rural’ and ‘marketing’ though used very frequently in various forums, and had eluded a precise and non-controversial definition. When both the concepts were joined, the resulting concept ‘rural marketing’ means different things to different persons. They further suggested that various companies in rural areas adopted the several innovative promotional measures.

Shanmugsundaram (1990) in his article entitled “Soft Drink Preference in Vellore Town of North Arcot District in Tamil Nadu”, has identified that the most preferred soft drink among respondents were Gold spot (26%), followed by Limca (25%). Taste was the main factor for preferring of a particular brand and among the media; television was played a vital role in influencing consumer. Finally, tetra pack was most preferred one because of convenience.

Joshi (1993) in his article entitled “Food Purchasing Habits and Consumer Awareness among Rural and Urban Housewives”, identifies that majority of the urban respondents purchased the groceries such as cereals, pulses, oil, spices and sugar on monthly basis. On the other, perishables such as fruits, eggs and meat were purchased once a week and milk was purchased daily. Regarding place of purchase, 83 per cent of urban and 99 per cent of rural respondents purchased all the groceries such as sugar, rice, and wheat from fair price shops. Both rural and urban respondents purchased groceries, perishables ready to use foods and commercially available foods from retail shops. Price, quality, and weight of the product that were considered the essential factors by both rural and urban respondents.
Rana (1995) in his article entitled “Impact of TV Advertisement on the Customer Buying Preference”, points out the impact of TV advertisement on branded products at rural markets. He further expresses that among the media, the impact of television advertisements on social behaviour, including purchasing behaviour was the greatest. The reason is television has charm, instantaneous transmission capability, and universality of appeal.

Yogesh Upadhyal (1999) in his article entitled “Brand Loyalty in Rural and Urban Consumers”, points out that the brand loyalty was identified among more than sixty per cent of the rural and urban consumers in the product categories namely washing powder, washing soap, bathing soap, shampoo, toothpaste, powder. However, it was not applicable for the other three products namely spice, clothes and flour, and rice.

Kamalaveni and Nirmala (2000) in their article entitled “Consumer Behaviour in Instant Food Products” point out there was complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy instant food products. The study also identified age, occupation, education, family size, and annual income had greater influence.

Nagaraja (2004) in his article entitled “Consumer Behaviour in Rural Areas: A Micro Level Study on Buyer Behaviour of Rural Consumers in Kavali Mandal”, points out that the level of utility was being influenced by the changing tastes and preferences of the younger generation. The clever and gimmicky advertisements did not attract the rural consumers. He further suggests that the buying behaviour was highly influenced by experience of their own and neighbours-consumers.

Narang (2001) in his article entitled “Research out to the Rural Market of Uttar Pradesh”, studied consumables such as, toilet soap; washing soap, and toothpaste, powder, facial cream, edible oil and durables: fan, wrist watches and television. He found that that the proportion of city and local purchases varied from product to product and a nominal amount of purchase was made from hawkers in rural areas of India. The result of the study also indicated that the majority of the rural population was not satisfied with the locally available brands.

Hundal (2001) in his article entitled “Consumer Behaviour in Rural Markets: A Study of Durables”, The main objectives of the study were to assess the general
attitude of rural consumers towards consumer durables, to find out the durable brand ownership of rural consumer, to examine factor considered by them in making product, brand choice, to investigate the role family members play, different groups and media that influences purchase decision of rural consumers, to ascertain the intensity of brand loyalty, and the appeal of promotional schemes.

Nirmala (2002) in his article entitled “A Study on Brand Loyalty and Brand Preference towards Health Leverages in Coimbatore City”, studied the brand loyalty towards a particular brand and usage period of that particular brand. It was found that the consumers emphasised more to quality though rate was high.

Keshav Sharma et al.(2002) in their article entitled “Rural Marketing Challenges in the New Millennium”, point out that the rural consumers believed in joint buying decision-making; consultation with the elders and the women in the house. Advertisement with rural culture and regional and local language attracted the audience. The respondents had strong belief about their customs and traditions. Finally, the respondents were aware of the availability of the products.

Ganeshmorthy, Radhakrishnan and Bhuneshwari (2003) in their article entitled “A survey of Selected Consumer Products in Rural Marketing Areas”, attempted to analyze the brand loyalty of the products and the influence of mass media in rural markets. The study revealed that mass media had significant role in the sales promotion of the select products. The study identified that media informs the consumers to buy good quality products. Finally, the actors such as price and availability were given highest preference.

Deepak Halan (2003) in his article entitled “Rural Marketing: is a Different Ballgame”, point out the many rural consumers were daily wage earners and it made sense to package products in smaller units or offer low-priced variants for rural markets. In rural, many brands had to compete with goods from the unorganized sector. Those goods were generally very low priced and often cheap substitute products available. The rural consumers were 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 the highest. Therefore, any pricing strategy must take into account when money is received, how it is used, and what is the priority order of the needs.
Nandagopal and Chinnaiyan (2003) in their article entitled “Brand Preference of Soft Drinks in Rural Tamil Nadu”, point out that the most influencing factors to buy the particular product: quality was first factor influencing the brand preference followed by availability and retail price. In addition, price, advertisement, word of mouth, and retail shopkeepers were the other factors that influenced the brand preference of soft drinks in the study area.

Mithileshwar Jha (2003) in his article entitled “Understanding Rural Buyer Behaviour”, identifies that the rural buyers were relatively simpler, more forthright, with lower aspiration levels, influenced by social pressures, rituals and norms, with moderate to high risk taking ability and gullible to dream merchants.

Sampathkumar (2003) in his article entitled “Brand Preferences Acidity of Soft Drink Market” points out that the consumer’s behaviour involves understanding the acquisition, consumption, and disposition of the products and services. Those involved in analysing it, be it consumers, marketers, middlemen, or regulatory agencies, should continuously make sincere and necessary efforts and take periodic measures to strengthen the body of knowledge that is already existing. He further suggests that the consumers uniformly both in urban and rural areas, desire to have quality products at reasonable price and they trust more the advice of retailers.

Verma and Surender Munjal (2003) in his article entitled “Brand Loyalty Correlates: Study of FMCGs”, point out that the major factors in making a brand choice decision namely quality, price, availability, packaging and advertisement. The brand loyalty is a function of behavioural and cognitive pattern of customer. The age and demographic variable affected significantly the behaviour and cognitive patterns of the consumers while other demographic characteristics such as gender and marital status were not significantly associated with those behavioural and cognitive patterns of the consumers.

Rajashekar and Shankaraiah (2003) in their article entitled “Problems of Consumers in Andhra Pradesh”, point out that the nature of problems among the consumers varied from place to place and degree of intensities linked with the awareness level of individual consumers. The female respondents experienced maximum number of problems regarding duplicates in essential items, adulteration, and underweight.
Problem of high price of consumer durables was more common in all rural areas than the urban areas. Educational levels were directly linked to problems such as manufacturing date and expiry date.

**Shivakumar and Ravindran (2003)** in their article entitled “Role of Husband and wife in Purchase Decisions”, identified housewife was the decision-maker for the purchase of agarbattis, cooking oil, grocery, milk and salt, whereas, the husband was the decision-maker for fruits and magazines. Mosquito mats and coils were bought based on joint decisions. The study suggests that the significant difference in the decision regarding the purchase of convenience goods owing to any one of the characteristics of husbands and wives namely: age, education, occupation, and income level.

**Ganesan (2003)** in his article entitled “Brand Switching: A Study of Rural Consumers”, suggests that the consumers from rural markets felt relatively new set of guidelines such as short-term promotional exercises were found to be ineffective. Further, he found that the important variables: advertisement and discounts were found not significant due to lack of reach of media and dissemination of information to consumers. The variables namely taste, price, package and cuppage, there existed a significant difference in the respective means of pre and post purchase satisfaction levels. The taste and price turned out independent for brand switching.

**Rohini Gupta Soni (2003)** in their article entitled “Rural Marketing – Some Issues”, reveals that the rural consumers normally did not make brand discrimination, but once induced to buy and use a product; the consumers become loyal to the brand provided they were satisfied about its functional utility such as loyalty to the brand. The user may even make efforts to get the whole village to use it. The advertisement was effective when it could speak in the idioms of rural people.

**Ganesamurthy (2003)** in his article entitled “A Survey of Selected Consumer Products in Rural Marketing Areas”, advances the improvements in media and transportation. The work identified the rural market was not restricted to mass consumption products. In contrast, there was less scope for growth in the urban markets especially for the already established categories.
Rajnish Tuli and Amit Mooherjee (2004) in his article entitled “Retail Formats: Patronage Behaviour of Indian Rural Consumers” discusses that the rural consumer preferred to meet his or her immediate and day-to-day needs from village shops and avoid a comparatively higher transportation cost at the same time; bulk purchase could drive them to the regular markets to avail the bargain and promotional incentives which would 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 regular markets to avail the benefits of low prices, discounts, and varieties and so on, which in turn motivate rural consumers.

Krishna Mohan Naidu (2004) in his article entitled “An Evaluation of Consumer Awareness in Rural Markets”, attempted to research the awareness level of rural consumers. It was found study that awareness of the rural consumers about the consumer movements were qualitative in character and could not be measured directly in quantitative terms. There was no fixed value or scale, which would help to measure the awareness. However, the awareness had been studied with the help of the consumers’ response such as consumer movements, cosmetics, banking services, drugs, food products, toothpastes, and hair oil. Finally, awareness levels were found higher in the study area.

Sharma and Kasturi (2004) in their article entitled “An Evaluation of Consumer Awareness in Rural Markets” observe that rural consumers did experience anxiety due to dissonance and exhibit defensive behaviour and uses attribution. They were worse hit by non-availability of quality alternatives. Those forces the consumers to accept low quality products. As advertisements were not reaching the rural sector effectively, there was a need to strengthen the hands of information agents to remove the ill effect of post purchase dissonance.

Venkateshwarlu (2004) in his article entitled “Preference Portfolio of Rural Consumers towards Consumer Electronics” put forwards that the age and education could explain the variation in perception of preference of functions. The varimax rotation factor analysis identified that the major determinant of rural consumer preferences were land size, education, and age of the respondents.
Pankaj Priya (2004) in his article entitled “Challenges for Marketing in Indian Hinterland”, points out that the rural consumers are not always “distant cousins” of the urban folk. They have their distinct personality and independent thinking based on strong set of beliefs and values. For people in small towns and villages, community decision-making is quite common in product category due to strong caste and social structure. By age of the rural consumers, three key groups can be identified. The youngsters in the age group of eight to 15 would be seen catching up with their urban counterparts, due to their interaction. The age group of 18 to 25 also exposed to these situations, would be a bit vary about these changes. In contrast the age group 35 plus will be “laggard” in the marketing sense. They would still be logged down by their traditional beliefs and age-old customs.

Sakkthivel and Bishnu Priya Mishra (2005) in their article entitled “Effectiveness of Sachets in Modifying Rural Consumers Buying Behaviour and their Consumption Pattern - A Researches view”, propose that the majority of the rural consumers preferred some products in sachets and others in medium or large container. The products that they prefer in sachets were purchased on weekly basis and big packages were purchased monthly. Some of the products in sachets such shampoo, fairness cream, spices and mosquito repellents had created considerable impact among the rural consumers and rest of products were failed.

Ramana and Viswanath (2005) in their article entitled “Consumers Behaviour and Awareness with Special Reference to Edible Oil Users”, declare that the price, quality, and taste were the most influencing factors among all categories of consumers than smell, colour and company package and brand in the purchase of Edible oil. The change in price and quantity of buying was not influenced the buying behaviour of the consumers. Non-availability of a particular product forced some of the consumers to buy other brands. Reasons for using the same brand attributes to taste and quality, easy availability, low price. Regarding motivation factors influencing buying decisions, it was found that head of the family and advice of the family members were the most influencing factors.

Ramasamy et al. (2005) in their article entitled “Consumer Behaviour towards Instant Food Products in Madurai”, observe that the consumers do build opinion about a
brand based on which various product features play an important role in decision-making process. A number of respondents, seventy eight per cent laid emphasis on quality and seventy six per cent on price which was an important factor, while sixty four per cent of the respondents attached importance to the image of the manufacturer and fifty per cent considered packaging as an important factor and an equal (50%) felt longer shelf life influenced them.

Kubendran and Vanniarajan (2005) in his article entitled “Comparative Analysis of Rural and Urban Consumers on Milk Consumption”, point out the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption would increase. They further finds that the urban consumers’ preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery, and the mode of payment.

Sathya (2005) in her article entitled that “Consumer Awareness and Brand Preference for Health Drinks”, points out that the brand attitude of the consumers depends on the benefit expected from it and studied the consumer awareness about various brands of health drinks and brand loyalty of health drinks. The study also concentrates on consumer purchase decision for number of quality factors, which lead them to select a particular brand in preference to others, influences health drinks.

Banumathy and Hemameena (2006) in their article entitled “A Study on Analysis of Brand Preference of Soft Drinks in the Global Environment”, point out that the profile of soft drinks consumer brand preference and factors influencing the brand preference. In addition, the most of the consumers like the international brand and they comparing can follow innovative improvements in the production of soft drinks in order to compete with the international brands.

Narang (2006) in his article entitled “A study on Branded Foods”, points out that a buyer does not stick to one brand in case of food purchasing. He/she is able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it
appeals to the youth and the brand name should be developed as a fashion statement. He further suggests that the promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

Arulkumar and Madhavi (2006) in their article entitled “A Study on Rural Marketing for FMCG”, in their study pointed out that most of the rural consumers were influenced by quality of the product. Therefore, 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.

Anand and Hundal (2007) in his article entitled “Motivators for Purchase of Durable for Rural and Urban Consumers of Punjab”, mainly examine the comparative buying behaviour of rural and their urban counterparts towards the purchase of refrigerator. It finds that to compare and analyse the motivational factors for purchase of refrigerator among rural and urban consumers.

John Mano Raj (2007) In his article entitled “Social Changes and the Growth of Indian Rural Market: an Invitation to FMCGs”, 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 per cent of sales are made to middle class households today and over 50 per cent of the middle class is in rural India. However, 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 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, and the difference between the rural, the urban market, and the suitable marketing strategy with the suitable customers.
Kaushik Mukerjee (2007) in his article entitled “Analysis of the Strategies of Hindustan Lever Limited and Coca-Cola in the Indian Rural Market”, focuses on to analyze the rural marketing initiatives. It is found that the potential of rural marketer is willing to use suitable strategies for reaching the rural consumers, to ensure proper need satisfaction, appropriate imagery and performance, the right feelings and judgments, and generating suitable resonance among the consumers.

Anandan et al. (2007) in their article entitled “A Study on Brand Preferences of Washing Soaps in Rural Areas”, India's rural markets have seen much activity in the last few years. Since penetration levels are high in most categories, future growth can come only from deeper rural penetration. Rural marketing has become the latest marketing mantra of most FMCG majors. True, rural India is vast with unlimited opportunities, waiting to be tapped by FMCG majors. To gain advantage of this, the Indian FMCG sector is busy putting in place a parallel rural marketing strategy. FMCG majors are aggressively looking at rural India since it accounts for 70 per cent of the total Indian households. This study aimed at finding the factors influencing the rural customers to prefer a particular brand in detergent soaps. This study concludes with suggesting the strategic framework for Marketers to win over the hearts of the rural customers.

Selvaraj (2007) in his article entitled “A Study on Rural Consumer Behaviour Regarding Non-Durable Goods with Special Reference to Erode District, Tamil Nadu”, points out that the factors influencing the rural awareness and satisfaction level of rural consumers. It is found that rural consumers vary not only in their behaviour practices but also in conviction and belief, yet, the general directing has not, charges widely between rural and urban consumers as regards aiming on superior quality products.

Rajesh Shinde (2007) in his article entitled “Recent Facts of Consumer Behaviour - A case study of rural market”, highlighted that the understand the buying decision process, features influences to purchase, place of purchase and evaluate the sources of information. It is found that, the place of purchase, which the rural consumer prefers is the weekly market, which is a good channel of distribution of FMCGs. Moreover the youth who visits the Taluks or District place are influenced by the city culture and it is reflected in their purchasing decision.
Aditya Prakash Tripathi (2008) in his article entitled “Indian Rural Market - A Silver Lining for the Marketers”, 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.

Sarangapani and Mamtha (2008) in their article entitled “Rural Consumer: Post Purchase Behaviour and Consumerism”, focus on to analyse their consumption patterns with select FMCGs, to investigate the motives of rural consumers, their brand preferences and shop patronage with regard to select FMCGs, to examine the post purchase behaviour of sample rural consumers in terms of their levels of satisfaction and consumerism in rural areas and to suggest measures for effective marketing practices to adopted in rural areas to suit rural consumers.

Murlidher Lokhande (2009) in his article entitled “Rural Marketing: A Study of Consumer Behaviour”, focuses to understand how rural consumers purchase two wheelers, which are the factors that affect purchasing decisions, etc. It is found that the majority of the respondents from the village were farmers and they had been using various models of motor.

Venela (2009) in her article entitled “A Study on Two-Wheelers in the Indian Rural Market”, points out that the marketing practices in rural market to study the buying behaviour of rural consumers regarding two wheelers and to identify the place of purchase and measure the satisfaction level of rural areas. It is found that, most of the consumers who are owners have listed quality of the product as the prime factor while considering the various brands of two wheelers.
Suma Devi and Sathiyapriya Eswaran (2010) in their article entitled “Consumer Preference and Satisfaction towards Health Drinks”, highlight that the consumer preference and satisfaction towards a particular brand and the usage period of that particular brand. It is found that the company has to adopt new strategies in order to sell the product more economical package and better promotional strategies to maintain market constant.

Saravanan (2010) in his article entitled “A Study on consumer Behaviour of Women with Special Reference to Durable goods in Coimbatore city, Tamil Nadu”, points out that the factors influencing women purchasing behaviour and the problems faced by women during and after purchase. He further suggests that the maximum number of women consumers is not aware of the consumerism and consumer rights. Hence, the government can conduct some consumer awareness programs for the women consumers, and it can help to improve purchasing behaviour among the consumer and it can save consumers from falling into the traps of the deceiving sellers.

Mukesh Garg (2010) has conducted a study on “Consumer cooperatives and rural development”, focuses on need and importance of the consumer cooperatives, procedure of their organization, financial assistance available from the Governments. It is found that, it given proper opportunities; women can prove that they have potential that exceeds expectations.

Sakthivel Rani (2010) has studied “Consumer Behaviour in Rural Markets: A-B-C-D Paradigm and its Applications”. This study focuses the consumer behaviour in rural markets, and to offer generalizations and recommendations to those wishing to market their products/services in the rural markets. It is found that, the practical applications of rural consumer behaviour findings in Indian markets have often posed a problem for marketers for two reasons. First, most consumer research in rural markets has used a research. Second, there has been no comprehensive framework to integrate the findings in a meaningful manner. The A-B-C-D paradigm is an attempt which provided a comprehensive framework that will enable marketers to understand, Integrate and supply consumer behaviour in rural markets.
Chirag Patel (2010) in his article entitled on “Market share of Health Drinks”, points out that people are aware of different brands of health drinks. Most of the customers prefer to use glass a day, as it is convenient in both way in terms of quantity and notorious. Brand name is consider as an important factor while purchasing a health drink and in which Bournvita is the most preferred brand name among the customer. He further suggested that the ‘television’ has played a vital role in spreading awareness of various health drink brands. Many people also consider the quality and hygiene maintain by the company. It is also found that price plays an important role in any product but service also plays equal importance in success of any product.

Makkar Urvashi and Dhyani Vijendra (2010) in their article entitled, “Consumer perception towards different media options -An empirical study of rural and urban perspective”, explains that the marketers to focus attention on the diverse media vehicles in general and media specifically. Which are the key buying guides for the customers in urban markets? Provide insight in the formulation of further media strategy by the marketers enabling them to focus on right media choice and media mix once thing that is sure is that the media is having a dramatic impact on the consumption patterns of the consumers irrespective of their affiliation to certain geographical location rural and urban and their gender. Even in this new business environment, where electronic transactions are becoming the norms. His use of other media option to document business transaction is equally important. Specifically for the rural customers indeed as per the current research.

Prashant Tripathi and Sengupta (2011) in their article entitled “Increasing Role of Children in Family Purchase Decisions”, point out that influence of children varies by product, product sub-decision, stage of the decision making process, nature of socialization of children, families gender role orientation, demographic features such as age gender, and relative influence has been studied with respect to various factors. They further suggest that exposure to mass media and discussions with parents ensure that children are not only aware of the new brands available, but also expertise to evaluate on various parameters.

Abhigyan Bhattacharjee (2011) in his article entitled “Media Influence on FMCGs-A Comparative Study among Rural and Urban Households on Their Product
Purchase Decision”, points out that are three related changes in the nature and content of media that deserves to be highlighted. First, there has been a several fold increase in the number of television channels in the country, and exponential rise in advertising expenditure in India, and finally, a related shift has been the altering of the programming overall media content to suit the corporate interest. He further suggested that influence of media the purchase of FMCG product seems be similar for both the rural and urban households the different income classes and family types.

Ganapathi and Anbumalar (2011) in their article entitled “A Study on The Preference of Consumer for Health Drinks”, they point out that the factors influence the consumer while purchasing health drink and to know whether there is awareness among the general public regarding the various brands of health drinks, and also try to find out the market share for various health drinks which is an urban and rural area, to analyze the various reasons for certain health drinks that holds major market share and the consumption behaviours of the consumers. They suggested to most of the consumers are concerned with the quality of health drinks. Therefore, the manufacturer should take appropriate steps to develop the quality of the various brands of health drinks.

Kalakumari and Sekar (2013) in their article entitled “A Study on Emotional Brand Loyalty towards Consumer Health Drinks”, point out that the changing reference of the customers because in today’s time, there are much more options in choosing the health drinks according to the consumers taste. In order to increase the customer’s satisfaction, marketers have developed various marketing programs. Were they concluded that the brand loyalty on consumer health drinks, which was based on the customer’s mindset, maintains that building a strong brand involves a series of logical steps.

2.3 RESEARCH ABROAD

Harold (1971) in his article entitled “Personality and Consumer Behaviour”, comments that personality, or better yet, the inferred hypothetical constructs relating to certain persistent qualities in human behaviour, have fascinated both non-professionals and scholars for many centuries. The author found that in the fields of marketing and consumer behaviour, the helps in identifying personality data and to popularize individual requirements by the marketers.
Louden, David. et al. (1979) in their article entitled “Consumers Behaviour Concept and Application”, identifies the consumers buying behaviour normally should include the less observable decision processes that accompany consumption, including where, how often and under what conditions consumers make their purchases of desired goods and services. Therefore their major activities and strategies such as market opportunities analysis, target market selection and marketing mix decision, are consumer oriented.

Peter and Jerry (1979) in their article entitled “Brand knowledge among Consumers Relates to the Cognitive Representation of the Brand Consumers”. Brand knowledge can be defined in terms of personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brands related information.

Jacob Hornik (1982) in his article “Estimating the Time Spent on Shopping Activities” attempted to construct a unified model of shopping behaviour by drawing on the households’ production approach. A formal treatment is presented that takes into account the explicit relationships between consumers temporal and monetary resources, stage in the family life cycle, their subjective shopping preferences and shopping behaviour. Emerged propositions make the study of time use for shopping increasingly amenable.

Zaltman and Wallaendor (1983) in their article entitled “Consumer Behaviour”, human behaviour in consumption process involves planning to make purchase, making purchases and using their varying degrees of satisfaction to make their purchase. In all these activities, consumers are the target of marketing attempts to influence by major entities such as business, government agencies, and advocate groups and by social groups such as one’s family, friends, and peers.

Jorin (1987) in his article entitled “Consumer behaviour is Changing and Offering New Opportunities”, examines changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products, and increased demand for organically grown foods. For young people, more concern with enjoyment and less for health, with more meals eaten from home and generally an increased demand for convenience foods. The prospects for high quality branded products were seen to be good.
Rees (1992) in his article entitled “Factors Influencing Consumer Choice”, advances factors influencing the consumer's choice of food are flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in ‘snacking’ etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large numbers of working wives and single people, who require value convenience. Development in retailing with concentration of 80 per cent of food sales in supermarkets was also considered important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, ‘natural’, high quality food at an appropriate price.

Alexander (1995) in his article entitled “Subcultures of Consumption: An Ethnography of the New Bikers”, explains the multiple dimensions of brand knowledge. The reality that emerges from the varied activity in branding through the years is that all different kinds of information may become linked to a brand, including the following. a) Awareness b) attitudes c) benefits d) images e) thoughts f) feelings g) experiences purchases he high price products.

Dhillon et al. (1995) in his article entitled “Consumer Behaviour of Buyers for Durable Goods”, studied the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market and main market as their first and second preference of order respectively for the purchase of food items. Urban respondents visualized the factors little differently to rural consumers and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks.

Brodowsky and Howard Glen (1997) in their article entitled “The Role of Country of Origin in Consumers Purchase Decision”, found that high and low, ethnocentric consumers used the country information differently and hence the model could be useful for managers when choosing a location for manufacturing.

Frank (1997) in his article entitled “Correlates of Buying Behaviour of Grocery Products”, found that there was no significant association between the socio-economic variables namely social class, gender, intelligence, marital status, family size, and education of the buyers and their brand loyalty.
Ruth and Commuri (1998) in his article entitled “Shifting Roles in Family Decision Making”, revealed major economic decisions had become more shared and less controlled by one family member. Most decisions involved collaboration of partners instead of being solo-decisions. Also owing to socio-economic changes, some decisions being dominated in the present.

Kaur (1998) in his article entitled “Impact of Viewing TV on the Social Life of Rural Illiterate and New-literate Adults”, reported that television viewing enhanced social mobility among rural adults. She also reported that these influences are related to literacy, status, gender, and viewing time.

Low and Lamb Jr. (2000) came out with an interesting conclusion that well-known brands tend to exhibit multi-dimensional brand associations, consistent with the idea that consumers have more developed memory structures for more familiar brand. Consumers might be willing to expend more energy in processing information regarding familiar brands compared to unfamiliar brands.

Yee and Young (2001) aimed to create awareness of high fat content of pies, studied consumer and producer awareness about nutrition labelling on packaging. For this, seven leading pie brands were analysed for fat content. Most pies did not display nutritional labelling on packaging. Over half of the consumers (52%) who responded to were aware of the campaign. The study was successful at raising consumer awareness about the high fat content of pies and influencing the food environment with a greater availability of lower fat pies. It is possible to produce acceptable lower fat pies and food companies should be encouraged to make small changes to the fat content of food products like pies. Potato topped pies are lower in fat and are widely available. Regular pie eaters could be encouraged to select these as a lower fat option.

Hugar et al. (2001) in his article entitled “Dynamics of Consumer Behaviour in Vegetable Marketing in Dharwad city”, low-income groups purchased lesser quantity of vegetables as compared to medium, and high-income groups Majority of low-income group preferred to purchase vegetables from producers because of reasonable price. High and medium income families preferred stall vendors for the purchase of vegetables because of better quality and package content.
Kamenidou (2002) in his article entitled “Purchasing and Consumption Behaviour of Greek Households towards three processed Peach Products: canned peaches in syrup, juice, and peach jam. The results revealed that 47 per cent of the households purchased canned peaches in syrup, 67 per cent peach juice, and 43 per cent purchased peach jam. Reasons for such purchase were satisfactory taste, qualities, and household's perception that they were healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there was a tendency for brand loyalty.

Schiffman Leon & Kanuk Lazar Leslie (2003) in their article entitled “Consumer Behaviour”, declares that consumer decision-making can be viewed as three distinct but inter-locking stages. The input stage, process stage and the output stage. These stages are depicted in the simplified model of consumer decision-making process. The psychological factors inherent in each individual affect how the external factors from the input stage influence the consumer’s recognition of a need for pre-purchase search, for information and evaluation of alternatives.

Kim-Hyunah et al. (2005) Cause-effect analysis of brand equity factors in contact food service management company in college and university in Incheon area analysed the relationship among brand equity factors (brand awareness, brand image, brand preference and brand loyalty) and suggested a strategy for brand management in contract food service management companies. He concluded that brand awareness has positive effect on brand image and brand preference and recommended that the contract food service companies should focus on improving brand awareness as a brand strategy. In addition, brand preference and brand image had significant positive effects on brand loyalty. Thus, the companies should strive to strengthen brand loyalty through building brand preference and brand image. Brand loyalty promoted more customer visits, which was directly related to profitability of contract food service management companies, the authors concluded.

Lahiri et al. (2005) in their article entitled “Brand Extensions in Consumer Non-Durables, Durables, and Services”, this paper investigates the impact of perceived quality, similarity, consumer knowledge of extended category and consumer innovativeness
on the success of brand extensions in consumer non-durables, durables, and services. The findings show that perceived quality is an important factor influencing the success of the extension. However, consumer knowledge of the extended product category does not have a significant impact on the evaluation of brand extensions.

Lee et al. (2006) in their article entitled “Shopping Goals, Goal Concreteness and Conditional Promotions”, have articulated that goal evoking promotions were more effective in influencing consumer’s behaviour when goals were less concrete, such as early in the shopping process. Further, they concluded that research should articulate how congruity between consumer goods and the retail environment influences consumer evaluation, search, and shopping behaviour.

Anderes Hassinger et.al. (2007) in his article entitled “Consumer Behaviour in Shopping”, have attempted to examine the factors responsible for influencing the behaviour of the consumers. They have identified price, trust and convenience were important factors. Price was considered the most important factor for a majority of the consumers. Furthermore, they have three segments such as high spenders, price easers, and bargain seekers.

Gupta and Sreelata Neelesh (2010) in their article entitled “A Study on Marketing Strategies in the Indian Soft Drinks Industry, A Case Study of PepsiCo, and Coca-Cola Ltd”, focused on to study some of the major strategies implemented by the soft drink companies and to know about the effect of these strategies. They observed that India is probably the only market where Pepsi is the market leader and coke occupies the second spot.

2.4 CONCLUSION

The review of related literature regarding the rural consumer behaviour are analysed 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 behaviour of various product categories with the study of only the pre-purchase behaviour or at the time of purchase or post purchase behaviour. However, no attempts have been made to study all the three constraints put together. Therefore, this was identified as research gap after analyzing all the review of related literature. Hence, in the study a serious attempt have
been made to study the rural consumer behaviour on FMCG with different stages namely, pre-purchase behaviour of rural consumer, rural consumer behaviour at the time of purchase, and post-purchase behaviour of rural consumer.

Based on the above theoretical knowledge gained and the analysis of available previous literature it has been justified that the selection of this type of study will be a useful contribution to the existing body of knowledge.

The next chapter presents conceptual framework for consumer behaviour.