

IMPACT OF RURAL CONSUMER PURCHASE BEHAVIOR TOWARDS READY-TO-EAT FOOD MARKET

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ABSTRACT

The potential of Indian FMCG market evidently lies in Rural Areas. Rural India is booming like never before. At an estimated 720 - 790 million consumers, the Indian rural market has begun to attain size and growth rates, thus attracting companies. The FMCG Market last year had grown by 23% in rural India (18% in Urban India) and Consumer Durables by 15%. The increase in literacy level, standard of living, media, and improved transport facilities are few factors which have escalated the faith and belief over FMCG products in Rural Market. Hence, Ready-to-eat Food products potential in Rural Market are geared-up by buying behaviour of rural people.

This paper focuses on Ready-to-eat Food potentials in rural market, reasons for improvement of business in rural area, rural RTE Market contribution to All India Market, factors influencing buying behaviour of rural market, rural marketing strategy thus, highlighting the faith, belief and buying behaviour of rural market.