

ANTECEDENTS OF BUYING BEHAVIOUR IN INDIAN RURAL MARKETS USING A CONCEPTUAL FRAMEWORK

Prof.Arulrajan

arulrajan2007@gmail.com

ABSTRACT

The Indian rural market with its vast size and heterogeneous demographics offers lot of opportunities to marketers to boost their revenues and also counter the saturation they are facing in the urban areas of the country. Two- thirds of India's population lives in rural areas and almost half of the national income is generated here.

Table 1. Rural Demand-Consumer Durables (% of All India)

	1995-95	2001-02	2009-10(prjctd)
Scooters	33.1	39.4	39.9
Motorcycles	47.3	39.8	48.3
Mopeds	52.7	58.2	57.7
Cars	2.1	8	10.9
Automotives	37.9	36	37.9
Televisions	54	54.5	44.2
White Goods	23.8	23.9	23.7
Fans	50	56.9	56.7