

Paper –CONSUMER BEHAVIOUR

Dr. James Hussain

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Assistant Professor (Guest Faculty)

MBA, Sem-III

Email.-mbajames123@gmail.com

Topic- Rural Consumers Buying Behaviour

A product is the heart of rural marketing. It is a need satisfying entity to a rural consumer. The product offering should satisfy the psychology and function benefits the consumer expect from the product. The product should be durable and sturdy and should be well packaged to attract the consumers' attention. In fact, in rural market, brands are almost non-existent; Consumers' identity products by colour, visuals of animals and birds and numbers. So a 555, 777, hara goli (green tablet), pila haati (yellow elephant), lal saboon (red soap), saphed dantmanjan (white toothpowder) are the kind of terms with which rural consumers identify brands. It is very important therefore for the marketer to understand that a lot needs to be done in terms of communication, media marketing and branding.

Thus, the marketer, while designing a product for the rural markets should take care that the products is simple and easy to understood by the rural consumer. In fact, as far as possible, local language should be used to communicate the functional benefits of the product to the consumers. Lifebuoy soaps, famous as lal saboon (red soap) in the rural areas introduced a specially packaged low priced product for rural areas. The packaging was attractive and all information was in Hindi.

Price Sensitive's' are Consumers in Rural Areas?

Consumers in rural areas are extremely price sensitive and usually shop for value. This is primarily because of their lower disposal income levels as compared to their urban counterparts. Marketers have used several strategies such as smaller unit packs, cheaper packaging, and

reusable pack to keep the price of the product. Another service available to the consumers is bank loan. Bank lend out loans for tractors, television sets, etc. to make product affordable for the consume