



## Consumer Behaviour and Rural Marketing in India

By Meenu Agrawal

New Century Publications, New Delhi, 2009. Hardcover. Book Condition: New. First. 14 cms. 218pp. The rural consumers in India account for about 73 percent of the total consumers. In recent years, the lifestyle of a large number of rural consumers in India has changed dramatically and the process of change is on. The buying behaviour of the rural consumers is influenced by several factors such as socio-economic conditions, cultural environment, literacy level, occupation, geographical location, efforts on the part of sellers, exposure to media etc. The consumer movement in India till now has been confined to the middle class citizens in urban areas. It has yet to spread among the masses in rural areas. This book is an effort to understand buying behaviour of rural masses which is influenced by a host of diverse factors. The work is useful to understand the Indian rural consumer psyche in order to formulate an appropriate marketing strategy.

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