**Abstract**

Electronic goods are one of the common products used by the consumers. The existence and development of electronic industry plays a significant role in the economic and social development of our country. The companies are trying to make their products more popular and thereby try to be successful. In the competitive market, prospective rural buyer is prepared to choose the right one based on their needs. An understanding of the purchase behavior of an consumer is an essential aspect as it reflects the influence of brands, purchase timing, buyer and consumer type on the purchase of a particular durable. This insight helps the company to take steps to maintain loyalty of current customer and also attract new customers. Therefore, a study is necessary to improve sale of consumer durable in rural market in the light of the increased stability of the people and changing marketing environment.  The main aim of the study is to find out the consumer behavior towards electronic goods in rural area. This study is helpful to the consumer perception, beliefs and behaviors.