**Abstract**

Rural consumer behaviour is the study of buyers‟ behaviour in rural area regarding the purchases they make. When, why, what and how people buy products, what influences their purchase behaviour are the aspects of the study. The aim of rural consumer behaviour is to understand the buyer decision making process both individually and also in groups. Consumers whether they live in rural area or urban area evaluate various alternatives before finalizing a particular product. Evaluating options

are more for urban buyers and awareness towards the options are also high when compared to rural

buyers. The study on Indian rural consumer behaviour is intended to help marketers to get a better

understanding of the Indian rural market place to enable them on choosing strategies to reach the

Indian rural buyers.