

A COMPARATIVE STUDY OF CONSUMER INVOLVEMENT AMONGST RURAL AND URBAN CONSUMERS OF FMCG PRODUCTS

Premlal Jagati¹ & Maneesh Kant Arya²

¹Assistant Professor, Malwa Institute of Science and Technology, Indore, Madhya Pradesh, India

²Assistant Professor, Institute of Management Studies, Devi Ahilya University, India

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ABSTRACT

India is one of the fastest growing economies in the world and the FMCG industry in India is also growing very fast. For consumers' FMCGs have become essential parts of personal and daily needs life. There is a continuous increase in disposable income; there has been a major shift in the attitude and aspirations of the consumers. This research is to analyze the external and internal factors which influence a consumer's decision in purchasing branded FMCGs products. Consumer behaviour involves many activities. Each consumer has thoughts, feelings, plans, decisions and purchases. Marketers should find how consumers gather information and how they apply such information in selecting competitor's products, how consumers decide to purchase and why the purchase process and purchase reasons of different consumers are varied.

Purpose of this study is to investigate the relationship between consumer involvement and purchase decision (for FMCG). Data was collected from sample of 120 consumers from rural and urban areas so that the degree of consumer involvement would be reached and described some reasons behind the consumer involvement.

KEYWORDS: *Relationship Between Consumer Involvement, Purchase Process, Purchase Reasons, Purchase Decision*