

Factors Affecting Rural Advertising of FMCM Companies

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“India lives in villages and villages constitute the very heart of India”

Mahatma Gandhi

Abstract – The fast moving consumer goods (FMCG) field is important contributor to India's GDP. Fast moving consumer goods (FMCGs) comprise a sizable part of consumers' funds in most places. This study aims at to rural consumer's approach and behavior towards the FMCG products. Items that have a rapid turnover, as well as comparatively low price are called Fast Moving Consumer Goods (FMCG). The FMCG items are the ones that get supplanted within 12 months. The FMCG commonly feature a broad range of often purchased consumer products for example toiletries, soap, beauty products, teeth cleaning solutions, shaving soaps and products, along with other non-durables like glassware, paper products, batteries, bulbs, and plastic goods. FMCG might include pharmaceuticals, consumer electronics, packaged food products, tissue paper, soft drinks, and chocolate bars. A subset of FMCGs is Fast Moving Consumer Electronics including revolutionary electronic programs like mobile phones, digital cameras, MP3 players, GPS systems along with laptop computers.

Through this particular research paper I'd love to through light upon the idea of FMCG, elements of Indian countryside industry, views upon advertisement, and finally upon the elements regarding advertisement of FMCGS Goods in area that is rural

Key Words: - Rural, FMCGs, Bathing Soap, Demography, Brand Awareness, Brand Preference

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I. INTRODUCTION

Marketing of fast moving consumer goods (FMCGs) has a crucial part in the economic progress along with the advancement of a country, irrespective of the size and population.¹ India's FMCG market is the fourth largest segment in the economy and also generates employment for over 3 million folks in downstream activities. The FMCGs market is an extremely powerful sector in India. A significant objective is satisfying the requirements and desires of rural customer and their target markets better and also effortlessly. Fast Moving Consumer Goods (FMCG) alternatively often known as consumer packaged goods (CPG) are scanners which are

offered generally and quickly consumed at a routine basis, unlike durable foods like kitchen appliances which are replaced over several decades. The FMCG industry primarily pursues the production, distribution and advertising operations of CPG. FMCG product categories include of milk and food products, pharmaceuticals, consumer electronics, packaged food products, household products, others and drink. Meanwhile, some typical FMCG include others, soaps, cigarettes, tobacco, detergents, tea, and coffee. The fundamental names in this field consist of Sara Lee, Nestle, Reckitt Benckiser, Unilever, Gamble and Procter, Pepsi, General Mills, Kleenex, Carlsberg, Coca-Cola, Others and mars. In the recent past, the fast moving consumer goods sector (FMCG) is seeing increased use of product sales promotion activities all around the globe. This field is recognized by products having very low unit value and also needing frequent purchases and

¹ Sarangapani A., & Mamatha T. (2008). Rural consumer behaviour with regard to selected FMCGs consumption patterns and brand usage: A study, The ICAI University Journal of Brand Management, Vol. 5(3), pp. 22-61.

consumer behavior reflecting less respect, impulse buying, along with minimal participation on the part of a customer (Kotler, 2003).

The father of the country Mahatma Gandhi rightly reported India lives in villages & villages comprise the very center of India. This is aptly put by a Hindi poet, "Bharat Mata Gram Vasini" that means, Mother India life in the villages of her.

Rural India, with its conventional perceptions, continues to grow in place over the years, not just in regards to earnings but also in regards to believing. The rural marketplaces are growing at approximately 2 time quicker pace than urban markets, not surprisingly rural India accounts for sixty per cent of the entire national demand. With more than 300 million folks apt to progress through the group of countryside poor to rural lower middle class between 2005 and 2025, countryside consumption amounts are anticipated to climb to present urban ph levels by 2017.

II. OBJECTIVES OF THE STUDY

- (a) To study the Indian FMCG Industry with reference to rural area.
- (b) To study the factors influencing the advertisement of FMCG in rural area.
- (c) Impact of advertisement on FMCGS goods

III. RESEARCH METHODOLOGY

Research is based on secondary Sources such as books, Journal, newspaper some reports etc.

IV. REVIEW OF LITERATURE

Kumar and Srivastava (2013) analyzed that FMCG market is an important contributor to India's Gross Domestic Product. It's been contributing to the need of middle-income and lower groups in India. more than seventy three % of FMCG items are offered to middle class households where over fifty two % is in non-urban India. Rural advertising is now probably the hottest advertising area for nearly all of the FMCG companies. The rural India market place is massive and the chances are limitless.

Kiran and sulekha (2013) realized that in India much more than seventy two % population lives in villages and also FMCG companies are renowned for marketing the products of theirs on the middleclass households; it suggests that countryside India is a potential and profitable industry for FMCG producers. Rural consumers' incomes are rising and today they're much more prepared to purchase products that improve the lifestyle of theirs. Producers of FMCG must craft five Unique marketing methods exclusively for rural customers. In this process they have to know the rural consumer purchasing

behavior which might differ geographically. The current study concentrates on understanding the rural consumer purchasing behavior for FMCG in Haryana. The study stresses on the elements that influence the purchasing pattern of countryside consumers. The study was done in 4 districts of Haryana namely Panipat, Gurgaon, Kuruksetra and also Jind.

Yuvarani (2013) analyzed that liberalization of the Indian economy had far reaching effects, that resulted in the cost-free entry of worldwide brands in Indian markets. Earlier businesses focused their marketing efforts towards the urban markets focusing on the educated consumer. However with the saturation of markets within the urban sphere, many businesses focused their focus towards the fast growing countryside sector. Since the purchasing behavior of countryside customers is now the great topic for debate because countryside India, in recent times, is enthusiastically consuming from shampoo to motor cycles and this "rural predilection" has been viewed as among the substantial issues for industry analysis. The study concentrates primarily on the rural consumer behavior towards selected FMCG solutions, but with the prevailing trend it's essential to concentrate on the heart and emergence of vibrant rural advertising efforts of FMCG companies.

Chinnaiyan and Nandagopal (2003) learned that the amount of understanding among rural customers about the brands of carbonated drinks was higher, that had been suggested by the investment of sodas by "Brand Name". The main source of brand recognition was word of mouth followed by ads, friends, family and family members.

Tauseef, 2011 attempted to locate the variables/factors affecting customer impulsive buying behaviour in FMCG sector considering retail market place in India. The effect of different impulse purchasing factors as promotions and product sales, placement of items, window merchandising, useful price approach etc.

V. MEANING OF FMCG GOODS

FMCG will be the condensed kind of Fast Moving Consumer Goods. In West, FMCG is also termed buyer included products. Every product that's used every again and now, sometimes every day and move generally quicker (utilization at any rate one time in multi month) at the merchant end may be delegated FMCG. Models are cleanser, batteries, toothpaste, cigarettes and drinks. Along these lines, FMCGs are simple, minimal value solutions, that get rehash deals. FMCGs are also named as non strong items, an unmistakable matter that's instantly expended, tired and outdated and

devoured in single use or perhaps few employments

We always talk about things as spread, potato chips, toothpastes, razors, family unit care products, bundled drinks and nourishment, so forth. Be that as it may, do we recognize under that classification these items are available? They're labeled FMCGs. FMCG is an acronym for Fast Moving Consumer Goods, and they allude to tools that we buy from neighborhood markets on consistent routine, the items which have high turnover and are reasonably more affordable.

Fast Moving Consumer Goods (FMCG) items are prevalently named as shopper bundled merchandise. Issues in this category incorporate all consumables (other than staple goods/beats) people purchase at regular interims. The most commonly recognized in the rundown are latrine cleansers, bundled foodstuff, shoe clean, shaving items, toothpaste, shampoos, cleansers, and family embellishments and stretches out to specific electronic merchandise. These items are made for every day utilization of continuous utilization and also have an outstanding yield.

The division is divided into 2 specific fragments - the outstanding portion providing food typically on the urban upper working class as well as the famous section with costs close to forty % of the outstanding fragment, considering mass areas in metropolitan and country markets. The outstanding part is much less value fine and more brand cognizant.

The company is volume driven and it is discussed by low edges. The products are marked and also backed by advertising, overwhelming publicizing, smooth bundling and also sound dispersion systems. Additionally, crude material costs believe an important task in choosing the analyzing of the final product.

At present, urban India signifies sixty six % of aggregate FMCG utilization, with country India representing the remaining thirty four %. Be that as it may, rustic India represents more than forty % utilization in major FMCG classes, individual consideration, for example, warm refreshments plus texture care. In urban territories, individual consideration classification and home, which includes skin that is good, family unit care and also female cleanliness continues building at generally attractive rates.

VI. INDIAN RURAL MARKET

Rural marketing in India is not much developed. There are lots of hindrances within the area of market, promotion and distribution, positioning pricing and product design. Businesses have to realize countryside advertising in a broad manner not merely to make it and also expand the company of theirs, but in addition as a way to the improvement

of the rural economy. One needs to possess a strategic perspective of the rural markets to know and comprehend the markets well. In the context of countryside marketing, a person needs to recognize the manipulation of marketing mix must be appropriately understood regarding merchandise use.

VII. CONCEPT OF FMCGS ADVERTISING

We often talk about as margarine, potato, chips, toothpastes, razors, family care product, bundled sustenance's and beverages so on however do we recognize under that category these things are available. They're called fast moving customer merchandise. Quick moving customer products will be the fourth greatest division within the Indian economic climate with an aggregate market size of 60000 centers. FMCGs divisions create five % of aggregate production type function in the country and produce job for 3 million individuals especially within the residential area and also country region. India is on the edge of a standard inspire.

Promoting can make a two dimensional mindfulness: about the name brand and also about the product classification. At that time you will find practical promotions, which talk about the estimation of development which went in the product. Notices are the same accustomed to initiate changes in client conduct. It is not astonishing that businesses spend fortunes on creating a brand through high decibel promoting.

The customer in Indian economic climate is often depends upon quality products, therefore we need Advertisements on expansive scale. FMCG items need showcasing; Advertisement is perform as an effective specialized device of the brand-new propelling item. In late forty and fifty, the ads had been simply opposed to Newspaper and also nearby data that people work with to impart to various other over a phone or perhaps by verbal correspondence. At any rate, when development changed and Television came in to photo also we are able to present a video based ad with a Famous on screen character at that time people get pulled in towards the things and also plugs. On the off chance that other business dispatches a product inside the industry without doing Advertisements, what'll be the impact on new customers. Clients dependably love to try items that are new throughout the life of theirs, if product is not showcased properly nevertheless it is able to attain huge mass, at which level the outcome is more and huge buyers will use the item. (Sunil Menon, 2009).

More unmistakable things are campaigned for more. Showcasing correspondence of Fast moving buyer merchandise apply publicizing apparatus more every again and now compared to other product classes. It grounds on certainty that FMCG

have short term, they're purchased frequently and they've reduced brand unwaveringness. Hence by persistent promoting exercises, some FMCGs mark is regularly stored in purchasers mind to be as the determination of no one when require stimulates.

The FMCG division has the complete virtually all conspicuous makes on the earth. The division has its fundamental foundations immovably in standard media, burning through sixty one % of its media investing plan on television advertisement contrasted with just one % online someplace within the assortment of july2008 and also june2009(according to Nielsen media explore). Past paid press, many fast moving shopper merchandise companies as of these days get online nearness, particularly via web based networking media.

We've seen a huge amount of fast moving shopper merchandise attain much more work with destinations as face book so that's picture that they're starting to find out their place online(Je Lyall). quick moving buyer merchandise companies are contributing expanding degree of your time investigating computerized in 12 months when a significant measure of them have had a showcasing spending slices and must really center around retail pushes. So achieving more brand centered stuff continues to be much tougher. Regardless of that we've seen some extremely good crusades.

A standout amongst some other areas to interface with shoppers is using online marketing. Nielsen media investigate consider in june2009 uncovered that online showcase publicizing invest by the substantial quick moving buyer products mark had fallen multiyear on season. Organizations are moving the interest of theirs in web based life. Creator of fast moving shopper products or services are putting aside a larger slice of the deals towards publicizing and also advancement. For example FMCG real Hindustan Unilever, its publicizing and advancement gets to spend in the a half year finished september2009 zoomed thirty one % to an amazing Rs 1132 crore even as its deals grew six %.

VIII. IMPACT OF ADVERTISEMENT

Advertisement, and that is the center of any market economic system, assumes a tremendous task within the financial advancement of a company. Business would be the crucial component of any company development actions with its advantage spreading over a tremendous great deal of time. Promotion is the primary direct method, which achieves the vast majority of prospective purchasers. Notice, being powerful, changes with the transforming technique for utilization and circulation.

In the present time of data blast and media influence, these advertisements assume a noteworthy job in modifying the settled view of reason of shopper and the utilization illustration of the general public, by and

large. Promotions demonstrate the viability of the manufacturers, publicists and advertisers in matching the wants for all the buyers, which progressively recognize the coveted attitudinal alterations in them. A commercial need to choose producing generosity and self esteem in the brains of the buyer about the product highlighted by affirming profoundly standards of believability, uniqueness, notoriety and practical cases.

Publicizing was obviously a noteworthy concentrated system among driving US nourishment processors with the sustenance preparing part outspending each alternative region of the economic system. The examination inspected the publicizing of marked items by horticultural cooperatives in nourishment preparing over a 20 year time span, from 1967 to 1987.

The associated problem of nonexclusive, far reaching promoting by affiliations or maybe sheets got much less consideration. Such promoting looked to extend market interest for the item instead of affecting a shopper's image choice among the various dealers. The 1987 info, dissimilar to the 1967 info, allowed a number of perceptions being drawn about non mark promoting performed because of the gain of an entire business, however, the important spotlight was on mark particular publicizing that endeavored to manufacture and continue item separation (Rogers, 1993).

IX. NEED OF FMCGS IN RURAL AREAS

Adhering to quite some time of development got essentially from the urban marketplaces, the FMCG groups have finally known that India is based on its rustic towns. To such an extent that country marketing has transformed into probably the most recent showcasing mantra of almost all FMCG majors. With large rivalry from MNCs and from different community players and also the bait of an undiscovered market has pushed the advertisers to chalk out intensive brand new methodologies for concentrating on the provincial customer bigly. In order to determine the level of action in center point of the FMCG monsters simply test this: as of late Godrej Consumer Products Ltd (GCPL) accomplished a thing it had not done previously; it offered littler pack measurements of a percentage of its cleansers and put them on the market for Rs five and FMCG goliath HLL has as of late propelled a natural variation of Life buy cleanser, which, it targets will likely be a victor in the nation areas. Furthermore, do not be excessively blown away over the off chance you city individuals having their hair washed and also colored as they're simply exploiting the live showings led by Chennai based CavinKare Products. Along these lines, obviously rustic markets have received the eyes of FMCG

advertisers also it's being focused through trials bigly.

In this fashion, it seems to be completely sure that country India should be the warm focus in future for FMCG companies as it presents a lots of chances, all keeping up being saddled. A considerable great deal of the FMCG groups are as of now bustling determining their country marketing system to tap the possibility before rivalry compensates for lost time. All biggies in the company be it Britannia, Colgate-Palmolive, Marico, or HLL, are indicating profound passion for country India. Anyway everything is blushing and there exists some hazy parts in the nation methodologies as well.

Sector Composition of FMCGs-Urban versus Rural Source: A C Nielsen



The urban community constitutes sixty seven % of the complete FMCG industry and also had a market size of USD thirty billion in 2017. The rural FMCG industry was with a market size of USD15 billion contributes the remaining thirty three %. Nevertheless, within the last couple of years, the FMCG market continues to grow at a quicker speed in non-urban India than urban India. The urban FMCG market increased eight % while rural India expanded 12.2 % in 2017. It had also been forecasted that the rural FMCG market to achieve USD 100billion by 2025 (A C Nielsen).

X. FACTORS AFFECTING FMCGS ADVERTISING

FMCG majors are already investing anything between 5 and twelve per cent of the sales revenue of theirs on marketing and brand building. Though average sales of nearly all leading Indian businesses and MNCs in the FMCG sector have developed in just single digits over the years, their ad spends were going up in double digits. Hikes in ad invest in several cases happen to be as large as 200 per cent. Think about the situation of Henkel Spic: the company's ad spend during 1999 was Rs 252 million, a rise of 157 per cent over Rs ninety eight million incurred during 1988. Of all the FMCG majors, Hindustan Lever (HLL) is still the biggest advertiser: from every 10 tv business, HLL accounts for over 50 % of them. During 1999, HLL spent whopping Rs 7,154 million on advertising (1998: Rs6,690 million). This's 6 times above what Dabur,

the next biggest advertiser, had incurred on marketing and even more than Rs 5,202 million invested by the other 9 among the top 10.²

The survey states more than seventy per cent of sale of FMCG products is created to middleclass households and more than fifty per cent of middle class is in non-urban India. The sector is looking forward to burgeoning countryside population whose incomes are climbing as well as that is prepared to invest on products intended to enhance life style. With near saturation plus cut throat competition in citified India, numerous makers of FMCG are pushed to chalk out bold brand new approaches for focusing on the rural customers in a huge way. Pouring into national and regional media is apt to drive the Fast Moving Consumer Goods (FMCG) market to a hike of 10 in outlying areas plus 6 per cent in semi urban market place in Fi.scal 2007-08,³ based on the most recent estimates of the Associated Chambers of Commerce (Assocham). The study says these ads tremendously helped FMCG products penetrate properly in this particular segment and have attracted aproximately 180 million rural and semiurban population attentions towards FMCG products. During the last several years, FMCG's ads budgets witnessed a rise of almost twenty per cent to advertise FMCG products, massively influencing and encouraging the rural youth to eat greater volumes of such items⁴.

Indian FMCG Industry Analysis

Quick moving shopper products (FMCG) will be the fourth biggest region within the Indian economy. You will find 3 fundamental areas in the region - nourishment and refreshments that represents nineteen for each penny on the segment, social insurance which represents thirty one for every penny and private consideration and family unit that belongs to the majority of the fifty for every penny.

The FMCG segment has created from US\$31.6 billion out of 2011 to US\$52.75 billion out of 2017 18. The segment is also anticipated that would create at a Compound Annual Growth Rate (CAGR) of 27.86 for every penny to attain US\$103.7 billion by 2020. The part saw development of eleven for every penny in esteem terms between April - June 2018, bolstered by rate slices due to Goods and Services Tax alongside much better customer off take. It's expected growing 12 13 for every penny between July - December 2018. FMCG's urban portion is depended upon to get an unflinching cash flow

² Belch, G. E. (1982). "The Effects of Television Commercial Repetition on Cognitive Response and Message Acceptance". *Journal of Consumer Research*, 9, 56-65.

³ Bhandari, Pawan & Iyer; Rajet. A(1999) , "Message for Marketers", *Advertising and Marketing*, Sept 15,21-24.

⁴ Madras Management Association, july2001

development at eight for each penny in FY19 along with the nation portion is guage to contribute 15 16 for each penny of aggregate wage in FY19.*

Representing profits offer of around forty five for each penny, rustic part is an enormous supporter of the common income produced by the FMCG location in India. Interest for quality goods and also businesses are actually increasing in provincial zones of India, on the rear of enhanced dispersion channels of assembling and FMCG organizations. Urban part represented profits offer of fifty five for each penny in the basic incomes captured by FMCG segment in India.

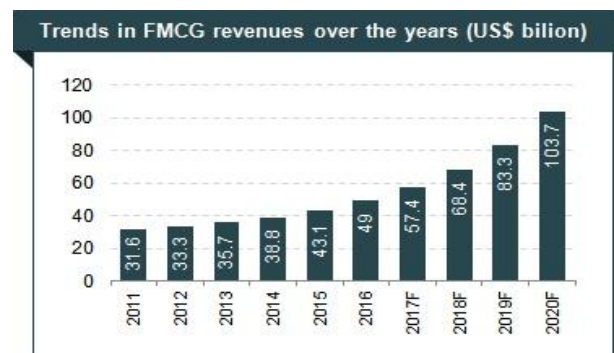
FMCG Companies are looking to place resources into vitality proficient plant life to profit consumers minimizing costs in the very long haul. Patanjali is going to spend US\$743.72 million in various nourishment stops in Maharashtra, Assam, Madhya Pradesh, Andhra Pradesh and Uttar Pradesh. Dabur is planning to contribute Rs 250 300 crore (US\$38.79 46.55 million) in FY19 for limit extension and it is also looking for acquisitions in the area store.

Developing mindfulness, much less demanding access, and also changing ways of daily life have become the key development owners because of the customer showcase. The focus on agriculture, social insurance, instruction, MSMEs, work and framework under the Union Budget 2018 19 is depended upon to particularly affect the FMCG segment. These tasks are depended upon to develop the discretionary cashflow in the hands of the daily people, especially within the rustic region, that will likely be useful for the area.

Latest update: September, 2018

- FMCG is the 4th largest segment within the Indian economy
- Household as well as Personal Care is the top segment, accounting for fifty per cent of the general industry. Hair treatment (twenty three per cent) and Beverages and Food (nineteen per cent) comes next regarding market share
- Growing recognition, easier access and also transforming lifestyles happen to be the primary key growth owners because of the field
- The amount of internet users in India is apt to cross 850 million by 2025.
- Retail market place in India is estimated to achieve US\$1.1 trillion by 2020 from US\$672 billion in 2016, with contemporary industry likely to develop at twenty per cent - twenty five per cent per annum, that is more likely to increase revenues of FMCG companies

- People are gracefully adopting Ayurveda products, that has led to development of FMCG major, Patanjali Ayurveda, with a revenue of US\$1.57 billion in FY17. The company aims to grow globally in the following five to ten years
- By 2020, the revenues on the field are forecasted to reach US\$ hundred four billion • In the very long run, with the device becoming more and more transparent as well as very easily compliable, demonetisation is anticipated to help organised players in the FMCG industry.
- Direct selling industry in India is anticipated to achieve Rs 159.3 billion (US\$2.5 billion) by 2021, if supplied with a conducive setting through regulation and reforms
- The emphasis on agriculture, healthcare, education, MSMEs, employment and infrastructure under the Union Budget 2018 19 is anticipated to immediately influence the FMCG sector. These initiatives are likely to boost the disposable income in the hands of the typical folks, particularly within the rural area, that will likely be helpful for any field.



XI. CONCLUSION

The understanding in rural markets with regard to FMCGs generally is leading an increasing trend. Individuals residing in rural India are curious and enthusiastic to discover things that are new and thus have become more demanding. This's not an overnight change; it had taken a long time to experience these changes and you will find many factors involved, viz., globalization, revolution in telecommunication, contact with lifestyle of cities, higher education, migration of individuals to cities for work etc. These elements not just enhanced the economic system of theirs and buying power but additionally ignited the inherent virtue of individuals to feel and look much better and therefore inclined towards other beauty products and toilet soaps. In order to move outlying buyers from brand trial to brand preference, models have to provide on the value proposition of theirs. All of the promotion mix variables have remarkable effect on the placement

of the company inside the buyer's preference. Quality is additionally critical within the context of countryside purchase personal preference and intake of FMCG. Therefore, businesses shouldn't compromise on the quality of FMCG. The reactions of clients are very heterogeneous in the rural India.

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