

## Key Behavioural factors influencing Buying Decisions of the Rural Consumers towards FMCG Products: Insights from the Literature

**Vaibhav Prakash**

Research Scholar, School of Commerce and Management Studies Sandip University, Madhubani, Bihar

**Dr. Nausherwan Raunaque**

Assistant Professor, School of Commerce and Management Studies, Sandip University, Madhubani, Bihar

### **Abstract:**

This study investigates the key factors influencing rural consumer buying decisions in the Fast-Moving Consumer Goods (FMCG) sector. The findings reveal that price is the most significant determinant, with a direct correlation observed between pricing and purchasing behavior. Perceived product quality also plays a vital role, as consumers tend to choose products they believe offer superior value. Availability is shaped by strong retailer-consumer relationships, with many consumers relying on retailer recommendations to guide their purchases. Despite varying preferences, rural consumers express a clear expectation for a wide range of product options. Additionally, brand emerges as a meaningful factor, with 40% of the 300 respondents indicating brand influence in their purchasing decisions. The rural market thus presents significant growth opportunities for FMCG companies. To effectively tap into this potential, firms should adopt competitive pricing, strengthen brand communication, and ensure clarity and simplicity in product messaging tailored to rural sensibilities.

### **Keywords:**

Price, FMCG sector, purchasing decisions, rural consumer.