

CHANGING PARADIGM IN THE RURAL RETAIL

Author

Dr. Nitish Arora

Ph.D in Marketing, MBA (Marketing)

Dr. Sarvesh Kumar

Ph.D (Management Studies), MBA (Marketing)



Paramount Publishing House

• NEW DELHI • HYDERABAD

All rights are reserved. No part of this publication which is material protected by this copyright notice may not be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from Paramount Publishing House.

Information contained in this book has been published by Paramount Publishing House, Hyderabad and has been obtained by its Author(s) from sources believed to be reliable and are correct to the best of their knowledge. However, the Publisher and its Author(s) shall in no event be liable for any errors, omissions or damages arising out of use of this information and specifically disclaim any implied warranties or merchantability or fitness for any particular use.

Changing Paradigm in the Rural Retail

First Edition - 2020

Copyright © Dr.Nitish Arora, Dr.Sarvesh Kumar

ISBN :978-93-88808-94-1

Price : Rs.475.00

Paramount Publishing House

A-531, H.No. 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad - 500 072.

Ph. :040-23161070, 040-64554822

Sales Offices :

Hyderabad

A-531, H.No. 4-32-521, Phase-1, Allwyn Colony, Kukatpally, Hyderabad - 500 072.

Ph. :040-23161070, 040-64554822

Visakhapatnam

D.No.28-8-3, First Floor, Opp. Sri Venkateswara Theatre Outgate, Suryabagh,

Visakhapatnam-530 002. Phones : 0891-6639247 & 0891-6646082.

New Delhi

C/14, SDIDC Work Centre Jhilmil Colony, New Delhi-100095. Phone: 011-2162365.

paramountpublishers@gmail.com | alluriasr2005@yahoo.com

Published by Manu Alluri for Paramount Publishing House and printed by him at Sai Thirumala Printers.

Contents

List of Tables

vii-xii

Abbreviations

xiii

| Chapter No. | Title Name | Page No. |
|---------------------------|---|----------|
| 1. | Introduction to Rural Marketing in Mountainous Region | 1-14 |
| 2. | The Rural Marketing Past Present Future | 15-27 |
| 3. | Mountainous Rural Marketing Research Design | 29-42 |
| 4. | Rural Consumers Brand Awareness and Brand Preference | 43-127 |
| 5. | Rural Consumer Buying Decision Process towards FMCG Products | 128-140 |
| 6. | Profiling of Rural Retail Stores | 141-171 |
| 7. | Retail Churn in Organised and Unorganised Retail Sector in Himachal Pradesh | 173-183 |
| 8. | Distribution Channels in the Rural Markets of Himachal Pradesh | 185-191 |
| 9. | Opportunities and Challenges in the Retail Sector in Himachal Pradesh | 193-198 |
| 10. | Strategic Changes in Rural Retail Scenario in Himachal Pradesh | 199-206 |
| 11. | Findings, Suggestions and Conclusion | 207-220 |
| References & Bibliography | | 221-230 |