



Why does the world need yet another study on rural Indian consumer? Well there are not one but three reasons why we felt it was time to do this study and understand this audience a little differently:-

1. **Mind, not behaviour:** Studies about rural markets have tended to focus on “what is” rather than “what lies ahead”. Primarily because a majority focus on consumption data as opposed to intentions. In this study, we decided to focus on the intent of this audience.
2. **Brands not categories:** For a long time, category penetration has been the focus of rural market studies. We decided instead to get a picture of the brands in their minds. With media and distribution having made inroads into rural India, what impact has it had on brand intentions and desires?
3. **Whose rural is real rural:** The definition of what makes a market “rural” has been flexible across marketers (and hence researchers). We chose to stick to the strictest definition as used in the Census:
  - a. Population of upto 5,000
  - b. At least 75% of male population engaged in agriculture
  - c. No municipality

Using a structured questionnaire we reached out, face to face, to decision makers in the household for making FMCG purchases, across 27 states, 6700 villages and met over 20,000 respondents across the length and breadth of India. Tracking 17 FMCG categories, the study covered questions on current consumption as well as preference. The intention to move to categories, move to brands as well as brand switch intentions. An interplay of these, along with measurement of budgets towards categories, overall and regional variations created a rich and fascinating picture of where the rural Indian market is today.... [more](#)