JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

AN ANALYSIS OF CONSUMER AWARENESS AND CONSUMPTION PATTERN OF DURABLE GOODS IN UTTARAKHAND STATE

Rashmi Mehra[1], Dr Dharmendra Kumar[2]
[1]Ph. D. Research Scholar (Commerce Department), S.V. Govt. P.G. College, Lohaghat, Champawat, Uttarakhand (Kumaun University, Nainital), rashmimehra000@gmail.com
[2]Associate Professor (Commerce Department), Pt. Lalit Mohan Sharma Rishikesh Campus, Rishikesh, Uttarakhand (S. D. S. Uttarakhand University), dr.dharmendra.1972@gmail.com

ABSTRACT

Today, with improved infrastructure in rural areas, the scenario has changed. Rural households are almost as well equipped and managed as their urban areas. The changing economic and socio-cultural features has significant impact on consumers buying behaviour in rural areas. To survive in these market segments the marketers & manufactures have to adopt such strategies that will suit the expectation level of the potential consumer to know their consumers better, and identify factors that initiate purchase to meet their needs and wants. This study examines consumer awareness, purchase behaviour, and consumption patterns of durable goods in rural areas, with specific reference to the Kumaun region. Using primary data from 1,000 households, the research explores brand ownership, product usage periods, purchase frequency, decision-making timeframes, sources of information, payment methods, and levels of awareness across various durable categories. The findings reveal that brand preferences vary significantly by product type, with a balanced representation of domestic and international brands dominating different market segments. Price, quality, and durability emerge as the most critical information sought by consumers prior to purchase, while discussions with family, friends, and relatives remain the most trusted source of product knowledge, followed by the internet. Payment patterns indicate a predominant reliance on cash transactions, with installment plans primarily used for high-value goods such as vehicles. Awareness levels are highest for frequently used and affordable items like mobile phones and televisions, and lowest for costlier products such as four-wheelers. Overall, the study underscores that rural purchasing behaviour is shaped by a combination of economic considerations, product performance, social influence, and access to information.

Key words: Durables, Consumption pattern, Rural Consumer, Awareness level, Brand preference, Purchase behaviour

INTRODUCTION

The rural consumer durable market in India has undergone significant transformation in recent years, driven by rising household incomes, infrastructural improvements, increasing penetration of mass media, and the expansion of e-commerce platforms. Rural areas, which constitute a substantial proportion of India's population, have emerged as a critical growth frontier for the consumer durables sector. Unlike urban markets, where brand proliferation and rapid product replacement are common, rural consumer behaviour is often shaped by economic constraints, long-term value considerations, and cultural influences. As a result, understanding the dynamics of consumer awareness, purchase decisions, and usage patterns in rural contexts has become essential for marketers, manufacturers, and policymakers seeking to tap into this growing segment.

In rural markets, durable goods such as televisions, mobile phones, refrigerators, washing machines, mixer/grinders, electric fans, laptops/computers, and two- and four-wheelers play a vital role in improving living standards and enabling access to modern amenities. However, purchasing behaviour in these regions is not solely determined by product availability or advertising; it is also influenced by interpersonal communication, the perceived utility of the product, affordability, and trust in the brand. Rural consumers tend to invest in durable goods cautiously, often after extensive consultation with family and peers, careful price comparisons, and a detailed evaluation of product features. This decision-making process is further shaped by seasonal purchasing patterns, festivals, and occasions such as weddings, which act as catalysts for durable goods purchases.

Despite the increasing integration of rural markets into the national economy, disparities remain in consumer awareness across product categories. Affordable and frequently used items, such as mobile phones and televisions, enjoy higher levels of awareness, while costlier or technologically advanced products, such as laptops and four-wheelers, tend to have lower penetration and familiarity. Additionally, payment preferences reveal a reliance on cash transactions, although installment plans are gaining traction for high-value purchases, particularly in the vehicle segment. The role of information sources also shows a dual trend: traditional reliance on word-of-mouth remains strong, but the internet is emerging as a key channel for product research, reflecting a gradual shift toward digital information-seeking behaviour even in rural contexts.

The present study focuses on rural households in the Kumaun region, aiming to investigate patterns of brand ownership, usage duration, purchase frequency, and decision-making timelines for selected durables. It further examines the type of product information sought, preferred payment methods, and the relative influence of different sources of information on consumer decision-making. By analysing these dimensions, the study seeks to identify the interplay between economic considerations, cultural influences, and technological adoption in shaping rural consumer behaviour. The findings are expected to provide actionable insights for marketers to design strategies that resonate with rural consumers, bridge awareness gaps, and enhance accessibility to durable goods in this segment.

REVIEW OF LITERATURE

Anamika Sangwan (2024), The findings highlighted several factors that influence the buying behaviour of consumers, including demographic factors such as education, income, age occupation, gender, and marital status. Product-related factors like quality, appearance, price brand, after-sales service, guarantee, warranties, product features, and discounts also play a significant role. Additionally, social factors, including the influence of family, friends, reference groups, and social status, were found to affect purchasing decisions.

Deepa Bhatia, & Kalpesh D. Naik (2024), the study revealed that well-known brands like Samsung, LG, Whirlpool, Maruti, and Hyundai were popular among consumers. The key factors driving consumer purchases of durable goods included the company's reputation, brand name, technology, model/design, and after-sales service.

Muthe Srinivas (2023), the findings highlight that income level plays a significant role in the decision-making process for purchasing items like refrigerators and televisions, in contrast, the necessity of the product emerges as the primary factor driving the purchase of items such as electric fans and mobile phones.

Rahul Kumar, & Md. Shahnawaz Abdin (2021), The findings indicate that product pricing, advertising, and recommendations from others-particularly family and friends play a significant role in shaping rural consumer's buying decisions. Additionally, brand reputation, product features, warranty, as well as cultural values and traditional practices, were found to have a strong impact on their purchasing behaviour.

Priyadarshini Patnaik (2020), The findings indicated that the characteristics of rural communities are evolving, particularly in terms of purchasing power and consumption habits. Improvements in living standards have led to changes in the buying behaviour of Indian rural consumers. Increased disposable income, along with greater awareness, has created a demand for higher-quality products. Consumers are becoming more brand-conscious and are expanding their choices beyond traditional, trusted brands.

P. Sathya, & R. Idirajith (2018), The findings indicated that demographic variables were not strongly linked to consumer's awareness of product attributes. Brand loyalty was not prevalent among consumers of durable goods, as they expected high satisfaction from the brands they choose and were open to switching brands to gain more benefits. The study also highlighted the varying importance different consumer segments place on various quality characteristics of products.

R. Dharmaraj (2017), The study revealed that advertisements across various media are highly effective in providing information about durable goods. When purchasing selected durables, both quality and price are eth primary factors considered by consumers.

Ramnath H. R., & Dinkar G. (2017), concluded that the rural market holds significant potential; however, it faces various challenges. Rural consumers have different expectations, perceptions, and levels of participation compared to their urban counterparts. Limited income and sense of contentment are key factors contributing to the slower growth of the durable goods market in rural areas, with a preference for more affordable products.

Mayuri Jonathan Farmer (2016), The study found that the market for consumer durables in rural India is expanding, driven by rising incomes and increased affordability. Additionally, the study reveals that educational status significantly influences consumer's attitudes and perceptions toward the products they choose.

Seema Laddha (2015), The study concluded that rural consumer's awareness and knowledge about products and brands significantly influence their behaviour. Additionally, brand loyalty plays a crucial role in shaping the purchasing decisions of rural consumers.

Zeeshan Amir, & Ali Gaufran (2015), The findings indicate that while the lifestyle of rural households is evolving, this change is occurring at a gradual pace, aligning with socio-economic and cultural values. The study also shows that the significant changes in urban lifestyles have gradually influenced the rural consumers with unprecedented disposable income, allowing them to steadily move towards an improved quality of life.

Manoj Singh Bisht (2014), The findings concluded that family member's opinions play a significant role in brand selection. Additionally, the survey analysis revealed that education, occupation, and income are the most influential factors in the buying decision process.

N. Ratna Kishor (2014), The study concluded that the economic reforms and revolution in India have brought significant changes to the overall market environment, particularly in rural markets. To effective tap into the rural market, industries producing or marketing consumer durables must adopt creative strategies tailored to rural consumers. The study also found that most respondents are influenced by the opinions of others, with television advertisement being the second most significant influence.

Arun Bhatia (2013), The study concluded with improved standards of living and increased disposable income, rural consumers are beginning to adopt patterns similar to those of urban populations. As education levels rise among rural communities, businesses can promote their products in rural markets in a manner similar to urban markets.

Mridanish Jha (2013), The findings indicates that rural consumers have become more value-conscious, as seen in their purchasing behaviour. Additionally, there is a noticeable variation in consumption patterns, which is directly influenced by income levels and income fluctuations, with a high degree of interdependence impacting rural consumer behaviour.

Yuvraj L. Lahoti & Alfred S. J. Jacob (2013), The study found that rural consumers tend to follow a distinct buying behaviour, often consulting reference groups when purchasing high-involvement products. Additionally, Indian rural consumer is shaped by a culture with limited exposure, lower achievement motivation, and tends to be less active. They also have a more idealistic outlook, and do not emphasize individualism as much.

Manoj Bisht, Kailash Saklani, & Swati Anand (2010), The study aimed to identify the factors influencing product selection for consumer durables in rural areas of Uttarakhand. The findings concluded that rural consumers exhibit distinct buying behaviour, primarily driven by rational decision-making, personal experience, and the utility they derive from the product. The quality of the product and its easy availability were identified as the key factors influencing their purchasing decisions.

OBJECTIVES OF THE STUDY

The main objectives of the present study are:

1. To analyse the awareness level of rural consumers toward durables.
2. To analyse the consumption pattern of the rural consumers towards selected durables.

RESEARCH METHODOLOGY

According to the objectives framed, the study assumes the characteristics of both descriptive and analytical research design.

Population and Sample Size: Target population for this study has been selected from rural areas of Kumaun region of Uttarakhand State. The main focus of this study are the rural consumers and their consumption pattern of durable goods, hence rural areas and residents of these areas have been considered as the target population. A sample size of 1000 households from the selected area has been selected using multistage random sampling method for this study.

Research Data and Data Collection: The Research data collected through both primary and secondary sources. The study is mainly based on primary data. Primary data was collected through questionnaire, interviewing and survey among selected areas. And secondary data was collected through Books, magazines and newspapers, research journals, Annual reports, websites and Publications etc.

DATA ANALYSIS AND INTERPRETATION

This section covers the demographic analysis of the rural consumers, ownership status of durables, preferred brands, duration of usage, frequency of purchase and information sources regarding selected durable goods. It also covers purchase behaviour, and reflects the awareness level of rural consumer towards selected durables.

The following table (Table-1) reflects the demographic indicators of the respondents in the selected area of the study.

Table – 1: Demographic Indicators of Respondents

Indicators	Alternatives	No. of Responses	Percentage (%)
Age	Below 25 Years	104	10.4%
	Between 25 to 35 Years	402	40.2%
	Between 35 to 50 Years	314	31.4%
	Above 50 Years	180	18%
	Total	**1000**	**100%**
Gender	Male	576	57.6%
	Female	424	42.4%
	Total	**1000**	**100%**
Marital Status	Married	623	62.3%
	Unmarried	377	37.7%

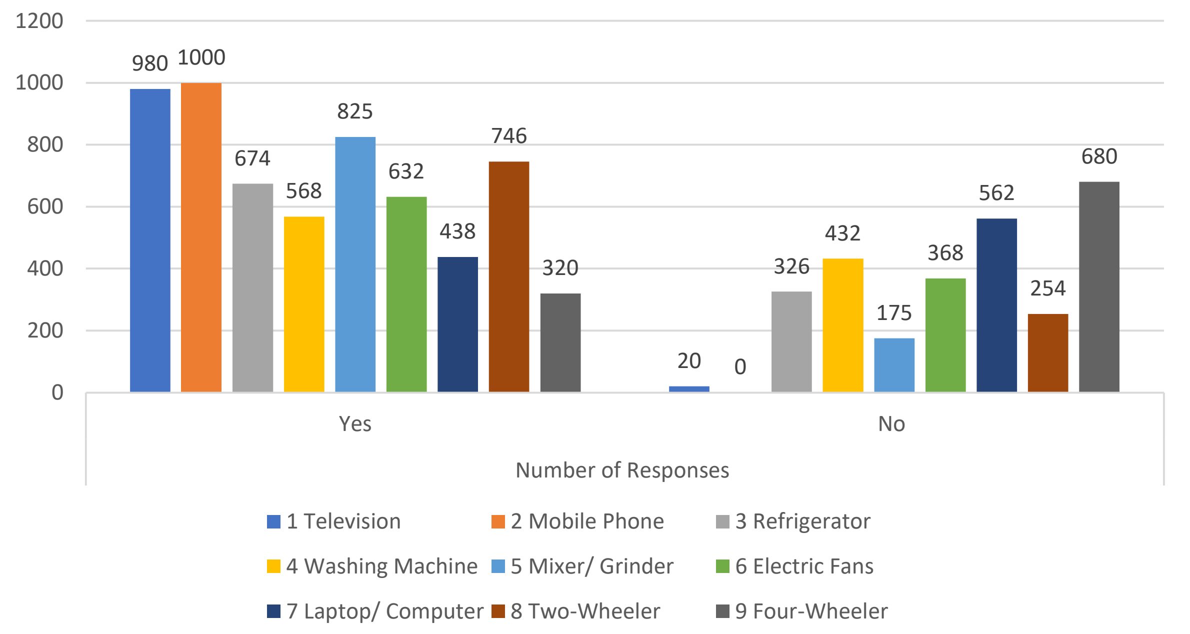
	Total	**1000**	**100%**
Educational Qualification	Below SSC	108	10.8%
	Highschool	121	12.1%
	Intermediate	215	21.5%
	Diploma	86	8.6%
	Graduate	320	32%
	Post Graduate	150	15%
	Total	**1000**	**100%**
Occupation	Student	218	21.8%
	Employed	251	25.1%
	Self-Employed	53	5.3%
	Agriculture	272	27.2%
	Home Maker	190	19%
	Retired Person	16	1.6%
	Total	**1000**	**100%**
Monthly Income	Below ₹10,000	182	18.2%
	₹ 10,000 to ₹ 25,000	325	32.5%
	₹ 25000 to ₹ 50,000	364	36.4%
	More than ₹ 50,000	129	12.9%
	Total	**1000**	**100%**
Nature of Family	Joint Family	330	33%
	Nuclear family	670	67%
	Total	**1000**	**100%**
Number of Family Members	02 Members	34	3.4%
	03 Members	158	15.8%

	04 Members	236	23.6%
	05 Members	192	19.2%
	More than 05 Members	380	38%
	Total	**1000**	**100%**
Earning Members of Family	01 Member	382	38.2%
	02 Members	540	54%
	03 Members	62	6.2%
	More than 03 Members	16	1.6%
	Total	**1000**	**100%**

Source: Primary data through survey

It is clear from Table-1 that, most of the respondents are male (57.6%) and among them 40.2% of respondents in the study belongs to the age group 25 to 50 years followed by 31.4% who belongs to the age group of 25 to 35 years. Majority of respondents are married (62.3%) and 32% of respondents have completed their graduation and among these respondents 27.2% of respondents falls in the category of agriculture worker followed by 25.1% to employed. 68.9% of respondent's monthly income lies between ₹ 10,000 to ₹ 50,000, 67% of respondents belongs to a nuclear family and most of 70.8% of respondent's family consists of 04 to more than 05 members, among them majority of 54% of respondents have 02 earning members in their family.

Figure-1: Ownership Status of Durables



Source: Primary data through survey

It is revealed from the above figure (Figure-1) that among the selected durables Mobile Phones (100%) and TV (98%) are available in every household followed by Mixer/Grinder (82.5%), two-wheeler (74.6%) and Refrigerator (67.4%) respectively. Four-Wheeler, Laptop/computers and washing machine respectively have the least share in the household in the selected area.

Table – 2: Brand ownership of Durables

Sr. No.	Durables	Brand Name of Durables
1.	Television	Samsung, Videocon, Sony, etc.
2.	Mobile Phone	Vivo, Oppo, Xiaomi, Samsung, Realme, One Plus etc.
3.	Refrigerator	LG, Samsung, Sony, Godrej etc.
4.	Washing Machine	Whirlpool, Samsung, LG, etc.
5.	Mixer/ Grinder	Bajaj, Philips, Butterfly, Preethi, etc.
6.	Electric Fans	Bajaj, Usha, Havells, etc.
7.	Laptop/ Computer	HP, Dell, Lenovo etc.
8.	Two-Wheeler	Hero MotoCorp, TVS, Honda, Bajaj, etc.
9.	Four-Wheeler	Mahindra, Maruti Suzuki, Tata Motors etc.

Source: Primary data through survey

The brand ownership pattern of durables in rural areas (table-2) reveals a blend of domestic and international preferences, shaped by factors such as quality, price, and service availability. Televisions are largely dominated by Samsung, Videocon, and Sony, while mobile phones show a competitive mix of Vivo, Oppo, Xiaomi, Samsung, Realme, and OnePlus. Refrigerators are primarily owned from brands like LG, Samsung, Sony, and Godrej, and washing machines from Whirlpool, Samsung, and LG, reflecting trust in durability and performance. In small appliances, Bajaj, Philips, Butterfly, and Preethi lead the mixer/grinder segment, whereas Bajaj, Usha, and Havells dominate in electric fans. Laptops and computers are mainly from HP, Dell, and Lenovo, indicating awareness of global technology brands. In the vehicle category, Hero MotoCorp, TVS, Honda, and Bajaj are common in two-wheelers, while Mahindra, Maruti Suzuki, and Tata Motors are preferred in four-wheelers, highlighting the importance of affordability, fuel efficiency, and suitability to rural conditions.

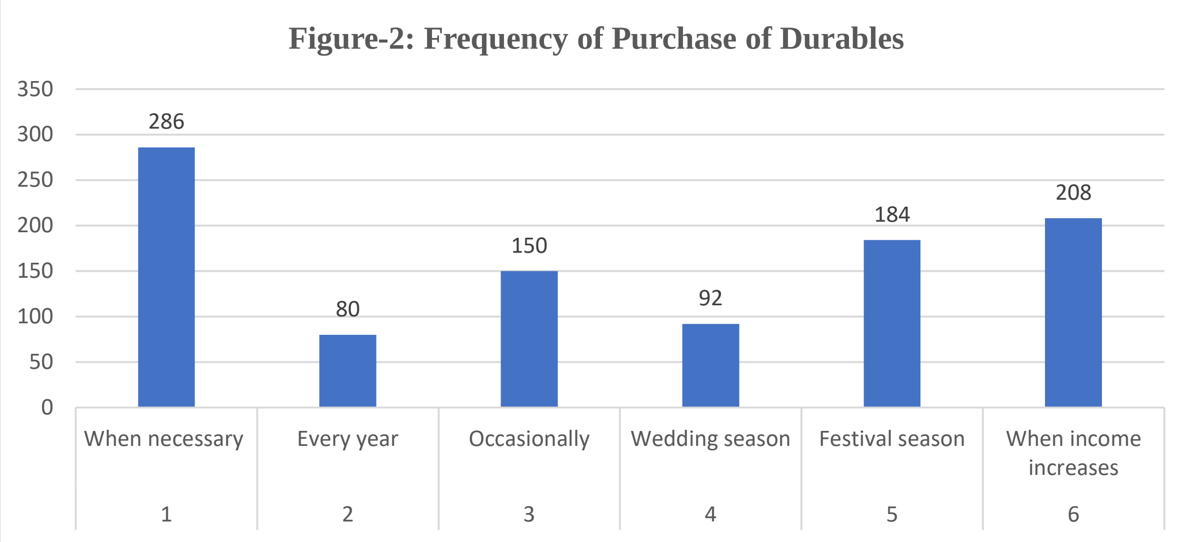
Table - 3: Period of Using Durable Goods

Sr. No.	Durables	Duration				Total %
		Less than 2 years	2 - 5 years	5 - 10 years	More than 10 years	

1.	Television	9.2%	58.6%	20.2%	12%	100%
2.	Mobile Phone	70.8%	16%	9.2%	4%	100%
3.	Refrigerator	7%	11%	76%	6%	100%
4.	Washing Machine	8%	40.7%	25%	26.3	100%
5.	Mixer/ Grinder	3%	18%	42%	37%	100%
6.	Electric Fans	5.6%	14.4%	52%	28%	100%
7.	Laptop/ Computers	13%	62%	21%	4%	100%
8.	Two-Wheeler	5%	48%	27%	20%	100%
9.	Four-Wheeler	11.2%	28.1%	47%	13.7%	100%

Source: Primary data through survey

The period of usage data for durable goods in rural areas (table-3) indicates varying replacement cycles and longevity across product categories. Mobile phones exhibit the highest proportion of recent purchases, with 70.8% owned for less than two years, reflecting rapid technological upgrades and changing consumer preferences. Televisions and laptops/computers show a predominance of usage between two and five years, at 58.6% and 62% respectively, suggesting moderate replacement rates. Refrigerators stand out for long-term retention, with 76% used for five to ten years, while mixer/grinders and electric fans also display extended lifespans, with 42% and 52% in the same usage range and significant proportions exceeding ten years. Washing machines and two-wheelers show mixed patterns, with notable shares in both medium-term and long-term usage categories, indicating balanced replacement decisions based on utility and maintenance. Four-wheelers reveal a relatively stable ownership pattern, with 47% used for five to ten years, underscoring the durability and long-term investment nature of vehicles in rural contexts. Overall, the data reflects that product type, technological advancement, and maintenance costs significantly influence replacement cycles among rural consumers.



Source: Primary Data through survey

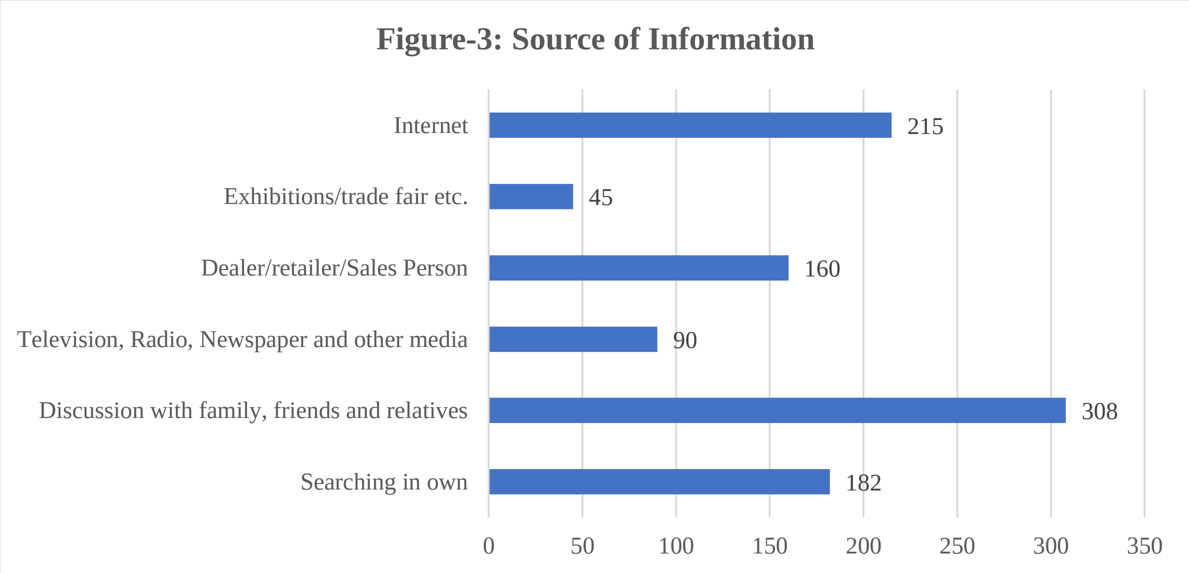
The frequency of purchasing durable goods (figure-2) among rural consumers reflects a predominantly need-based approach, with 28.6% of respondents buying items only when necessary. Seasonal and event-driven purchases are also significant, as 18.4% make purchases during festivals and 9.2% during the wedding season, indicating the cultural and social influence on buying behaviour. Income dynamics play a crucial role, with 20.8% of consumers purchasing durables when their income increases, highlighting the link between financial capacity and consumption. Occasional purchases account for 15%, suggesting a segment driven by opportunity or availability rather than strict necessity. A smaller proportion, 8%, report buying new durables every year, reflecting either higher disposable income or a preference for upgrading. Overall, the data demonstrates that rural purchase decisions are shaped by a combination of necessity, cultural traditions, seasonal occasions, and economic conditions.

Table – 4: Time Taken to Purchase a Durable

Sr. No.	Time Span of Purchase Decision	No. of Responses	Percentage (%)
1.	Less than a Week	192	19.2%
2.	One to Three Week	**360**	**36%**
3.	One Month	280	28%
4.	More Than a Month	168	16.8%
Total		**1000**	**100%**

Source: Primary Data through survey

The time taken by rural consumers to finalize the purchase of a durable good (table-4) indicates a tendency toward careful yet moderately paced decision-making. The largest share, 36%, make their purchase decisions within one to three weeks, reflecting a balanced approach that allows for comparison and evaluation before committing. About 28% take approximately one month, suggesting more deliberate consideration, possibly due to budget planning or consultation with family and peers. A notable 19.2% decide within a week, indicating either urgent need or strong brand/product preference. Conversely, 16.8% take more than a month, highlighting cases where purchasing involves significant financial planning or the evaluation of multiple alternatives. Overall, the data suggests that while some purchases are made quickly out of necessity or preference, a majority involve a short to moderate evaluation period, influenced by both economic and informational factors.



Source: Primary Data through survey

The data on sources of information (figure-3) for purchasing durable goods shows that personal networks play the most significant role, with 308 respondents relying on discussions with family, friends, and relatives. The internet emerges as the second most influential source, cited by 215 respondents, indicating growing digital engagement among rural consumers. Independent searching accounts for 182 responses, reflecting a considerable segment that prefers self-driven information gathering. Dealers, retailers, and salespersons influence 160 respondents, highlighting the continued relevance of in-person marketing. Traditional mass media, including television, radio, and newspapers, contribute to 90 responses, suggesting a relatively lower but still notable impact. Exhibitions and trade fairs are the least utilized source, with only 45 respondents, possibly due to limited accessibility in rural areas. Overall, the data reveals a combination of interpersonal communication and modern digital platforms shaping consumer awareness, with personal recommendations remaining the most trusted source.

Table- 5: Type of Information Search Regarding Durables

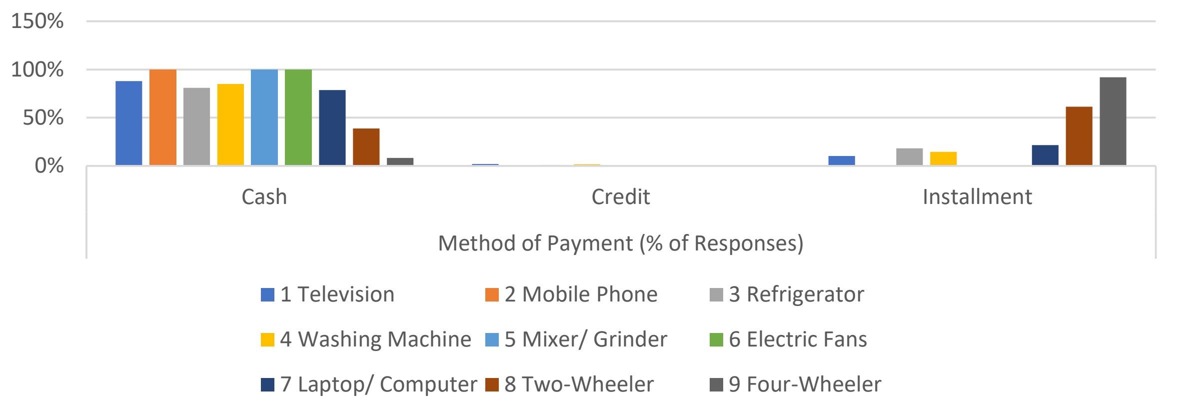
Sr. No.	**Type of Information**	**Rank**
1.	Price	1
2.	Quality	2
3.	Durability	3
4.	Brand availability	5
5.	Experience of other customers	6

6.	Value of money	4
7.	After sales service	7
8.	Guarantee/Warrantee period	8
9.	Recommendation by retailers	9

Source: Primary data through survey

The ranking of information sought by rural consumers before purchasing durable goods indicates that price is the foremost consideration, reflecting the high sensitivity to affordability in purchase decisions. Quality and durability follow closely in second and third positions, underscoring the importance of product performance and longevity. The value for money ranks fourth, suggesting that consumers assess the overall benefit relative to cost. Brand availability, placed fifth, highlights the role of product accessibility in rural markets, while the experience of other customers ranks sixth, showing moderate reliance on peer usage feedback. After-sales service, guarantee/warranty period, and retailer recommendations occupy the lower ranks, indicating that while these factors are acknowledged, they are less decisive compared to cost and product attributes. Overall, the data suggests that rural consumers prioritize tangible economic and performance-related factors over service-related or retailer-driven influences during the information search process.

Figure-4: Method of payment used for purchase of durables



Source: Primary Data through survey

The method of payment for purchasing durable goods in rural areas reveals a strong preference for cash transactions across most product categories, including televisions, mobile phones, refrigerators, washing machines, mixer/grinders, electric fans, and laptops/computers. This trend indicates the prevalence of direct payment habits and possibly limited reliance on formal credit systems. Credit purchases are minimal across all categories, reflecting either restricted access to credit facilities or consumer reluctance to incur debt for durable goods. Instalment-based payments are notably common in the case of high-value items such as two-wheelers and four-wheelers, suggesting that consumers opt for phased payments when the purchase amount is substantial. Overall, the pattern underscores the predominance of cash-based transactions in rural markets, with instalment schemes serving as an alternative primarily for costly durables, while credit usage remains marginal.

Table – 6: Level of Awareness Regarding Consumer Durables

Consumer Durables	Level of awareness (% of Responses)		
	Highly aware	Aware	Not aware
Television	65%	25.3%	9.7%
Mobile Phone	**70%**	25%	5%
Refrigerator	50%	**40.8%**	9.2%
Washing Machine	46%	38%	16%
Mixer/ Grinder	52%	30%	18%
Electric Fans	60.5%	29%	10.5%
Laptop/ Computer	45%	30.4%	24.6%
Two-Wheeler	60.7%	24.3%	15%
Four-Wheeler	40.4%	28.4%	**31.2%**

Source: Primary Data through survey

The level of awareness regarding consumer durables among rural respondents varies significantly across product categories. Mobile phones record the highest awareness, with 70% highly aware and only 5% not aware, followed closely by televisions at 65% high awareness. Electric fans (60.5%) and two-wheelers (60.7%) also demonstrate strong awareness levels, reflecting their widespread use and familiarity in rural households. Refrigerators and mixer/grinders show moderate awareness, with around half of respondents highly aware, indicating that these goods are recognized but not universally understood in terms of features and benefits. Washing machines and laptops/computers exhibit relatively lower high awareness, at 46% and 45% respectively, suggesting that some consumers may lack detailed knowledge about their functions or advantages. Four-wheelers show the lowest high awareness at 40.4%, coupled with the highest "not aware" percentage of 31.2%, which may be attributed to their higher cost and limited ownership in rural areas. Overall, the data highlights that awareness is highest for frequently used and affordable durables, while costly or technologically complex products tend to have lower familiarity among rural consumers.

CONCLUSION

The findings of this study highlight that rural consumers in the Kumaun region display a pragmatic and need-driven approach toward the purchase of durable goods. Brand preferences are influenced by a balance of price, quality, and durability, with certain categories showing clear dominance by either domestic or international brands. Purchase frequency is largely determined by necessity, seasonal events, or changes in income, while the majority of consumers take one to three weeks to finalise a purchase decision, indicating a period of careful evaluation. Information acquisition is primarily interpersonal, supported by growing use of digital platforms, while product attribute searches are heavily focused on economic and performance-related factors. Cash transactions remain the predominant mode of payment, with instalment options reserved for high-cost items. Findings of the study also reveals that the rural consumers are fully aware and they have significant knowledge and understanding about the product and their brands they need. Awareness levels are uneven across product categories, with higher familiarity for commonly used and affordable goods, and lower awareness for expensive or technologically complex products. These insights suggest that marketing strategies for rural markets should combine competitive pricing, durability assurance, and effective use of both personal networks and digital channels to enhance product knowledge and encourage adoption.

REFERENCES

1. Amir, Z. & Ghufran, A. (2015). Changing lifestyle and consumption patterns of Indian rural households: An analytical study. *International Journal of Trade and Commerce-IIARTC*, 4(1), 36-51.
2. Bhatia, A. (2013). Consumer behaviour towards durable goods in rural area of Himanchal Pradesh with special reference to induction stove. *International Journal of Retailing and Rural Business perspectives*, 2(4), 639-646.
3. Bhatia D., & Naik K. D. (2024). An empirical study on brand preference and customer satisfaction of selected household durables in Vadodara City. *Business Studies*, 45(1), 1-18.
4. Bisen V. & Sharma D. (2018). *Rural Marketing in India: Challenges and Opportunities*. New Delhi: New Century Publications.
5. Bisht M., Saklani K., & Anand S, (2010). Factors affecting the selection of a product (focus on rural consumers of Uttarakhand). *Summer Internship Society*, 2(1), 69-73.
6. Bisht M. S. (2014). Factors influencing buying decision of rural consumers. *Vedaang*. 5(1), 50-52.
7. Census Report 2001 & 2011, National portal of Government of India. Retrieved from https://www.india.gov.in/my-government/documents/census-report
8. Choudhary K. (2019). Consumer Buying Behaviour in Rural Areas: A Study of Consumer Durables. *International Journal of Research in Social Sciences*, 9(5), 112–124.
9. Dey S. (2021). Rural Consumer Behaviour and Purchase Decision Process. *Indian Journal of Marketing*, 51(2), 26–39.
10. Dharmaraj R. (2017). A study on consumer buying behaviour towards durable products in Arni, Thiruvannamalai Dist. Tamilnadu. *Shanlax International Journal of Commerce*, 5(2), 39-46.
11. Farmer, M. J. (2016). Changing demand for consumer durables (With special reference to rural consumer behaviour). *International Journal of Application or Innovation in Engineering & Management (IJAIEM)*, 5(6), 82-86.
12. Gaur, S. S., and Vaibhav Agarwal. *Rural Marketing: Environment, Problems, and Strategies*. New Delhi: Excel Books, 2019.
13. India Brand Equity Foundation (IBEF) Report. Retrieved from https://www.ibef.org/
14. Jha M. (2013. A comparative study of rural & urban consumers towards Mobile phone in Bihar. *International Journal of Advanced Research in Management and Social Sciences*, 2(4), 114-125.

15. Kishor N. R. (2014). Rural consumer behaviour towards consumer durable goods in India. *International Journal of Advance Research in Computer Science and Management Studies*, 2(3), 1-14.
16. Kotler P. & Armstrong G. (2022). *Principles of Marketing*. 18th ed., Pearson Education.
17. Kumar A. & Kumari V. (2020). Consumer Awareness and Purchase Behaviour towards Durable Goods in Rural India. *Journal of Commerce and Management Thought*, 11(3), 589–604.
18. Kumar R., & Abdin S. (2021). Changing paradigms of rural consumer behaviour for durable products in India. *PIMT Journal of Research*, 13(3), 142-146.
19. Laddha S. (2015). Rural consumer buying behaviour and brand awareness of durable products. *The National Bureau of Asian Research (NBR) e-Journal*, 1(1), 1-9. http://www.ncrdsims.edu.in/NBR-e-journal
20. Lahoti, Y. L. & Jacob, A. S. J. (2013). A study of Indian rural buying behaviour for selected consumer durables. *International Journal of Scientific & Engineering Research*, 4(7), 730-738.
21. Ministry of Statistics and Programme Implementation (MoSPI). *Household Consumption Expenditure Survey 2020–21*. Government of India, 2022.
22. Ministry of Statistics and Programme Implementation (MOSPI) Report. Government of India, Retrieved from https://mospi.gov.in/download-reports?main_cat=NzIy&cat=All&sub_category=All
23. NSSO: Reports & Publications. National portal of India. Retrieved from https://www.india.gov.in/nsso-reports-publications
24. Patnaik P. (2020), A study on changing pattern of rural consumer's buying behaviour. *International Journal of Advance Study and Research Work*, 3(12), 12-19.
25. Ramnath, H. R. & Dinkar, G. (2017). A study of rural consumers expectations and buying behaviour of consumer durables. *BIMS International Journal of Social Science Research*, 2(1), 30-36.
26. Rangaswamy, Arvind, and Jagdish N. Sheth. *Rural Marketing: Text and Cases*. 3rd ed., McGraw Hill Education, 2019.
27. Rao, Ranga C. N. & Sharma S. (2019). Changing Dynamics of Rural Consumer Behaviour in India. *Indian Journal of Economics and Development*, 15(4), 735–742.
28. Sangwan, A. (2024). Consumer Buying Behaviour of Consumer Durables Goods: A Synthesis of Recent Literature. *Research Review International Journal of Multidisciplinary*, 9(1), 225–241. https://doi.org/10.31305/rrijm.2024.v09.n01.026
29. Sathya P., & Indirajith R. (2018). A study on purchase behaviour of consumer durable goods with special reference to Tiruvarur district. *International Journal of Scientific Research and Management*, 6(2), 100-107.
30. Srinivas N. (2023). A study on factors influencing the decision to purchase consumer durable goods Hyderabad. *Gavesana Journal of Management*, 16(2), 58-65.
31. Singh, R. B., & Kumar R. (2021). Brand Awareness and Purchase Pattern of Rural Consumers: Evidence from India. *International Journal of Marketing and Technology*, 11(7), 45–61.