

Determinants of Purchase Intention and FMCG Consumption Growth in Rural Bengaluru: An Empirical Analysis of Marketing Strategies

Banumathi R^{*}

Department of Commerce, Bharathidasan University, India

Saffina C^{}**

*Holy Cross College (Bharathidasan University)
Tiruchirappalli, Tamil Nadu, India*

Abstract: This paper examines the predictors of purchase intention and consumption increase of fast-moving consumer goods (FMCG) in rural Bengaluru in terms of the marketing strategies and consumer behaviour. Quantitative analysis was carried out in rural consumers using a quantitative, cross sectional research design and the result was resorted to estimate with the aid of Partial Least Squares Structural Equation Modelling (PLS-SEM) using the structured questionnaires. The results indicate that product availability, promotion and advertisement, quality perception, and social influence have a great impact on purchase intention whereas price sensitivity and packaging have less influence. The social influence proved to be the most powerful factor, as the trust of community and peer networks became the key in rural consumption. In addition, purchase intention was identified to be the cause of FMCG consumption growth with the marketing strategies moderating the association. The research offers an addition, both to theory and practice with the focus on the importance of functional access, trust, and culturally appropriate marketing strategies as the primary drivers of sustainable development of rural FMCG markets.

Keywords: FMCG, Purchase Intention, Rural Consumers, Product Availability, Social Influence, Marketing Strategy

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^{*} Research Scholar. Corresponding author. Email: banuscc3@gmail.com

^{**} Email: saffinac79@hccetrichy.ac.in