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Indian Rural Male Consumers and Their Preferences for Buying

By Rathod, Harishchandra Singh

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Influential Role of Colours on Consumer Buying Behaviour of Selected Product Categories | Colour acts as the visual cue, a differentiating indicator or stimulus which attracts prospective customers to touch and feel the product and to some extent even buy it. This world of colour if interpreted and studied systematically can bring out miraculous results. Majority of the product assessment is based on colours alone. So, sensible use of colours can contribute not only to differentiate products and services from competitors, but also to influencing moods and feelings - positively or negatively - and therefore, moulding attitude towards certain products and services. This study reviews the literature relating to colour psychology in the context of marketing and highlights the results of survey of selected male consumers in rural areas of Gujarat (India). This work also reveals some interesting findings related to product categories viz Apparels, Refrigerator, Ceiling fan, Mobile handset, Domestic Flour Mill, Moulded chair and Almirah/Storewell. The result of this study can have important implications for companies trying to enter rural India for better prospects. | Format: Paperback | Language/Sprache: english | 88 pp.



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