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## A COMPARATIVE STUDY OF THE BUYING BEHAVIOUR OF RURAL AND URBAN CONSUMERS TOWARDS MOBILE PHONE, COMPUTER AND TELEVISION IN BIHAR

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### ABSTRACT

*The purpose of this paper is to investigate the rural buyer represents a separate and distinct category. Distinct because of his specific needs, habits, literacy level, which in most respect are different from those of urban consumers. The rural market calls for extra efforts to ensure timely supplies, user training and the entire gamut of pre-sale services. The mobile phone, Computer and Television market has witnessed a tremendous growth with the presence of all major cellular and Electronics companies providing its services in rural Bihar there has been an exponential increase in the mobile phone, Computer and Television subscriber base. Rural consumers are basically different from their urban counterparts. Poor literacy levels and limited exposure to product and services account for differences in buying behavior affecting the dynamics of rural consumer behavior. Rural marketing is an essential and dominant part of Indian marketing system. As a result of increase in urbanization, the rural population declined from 72.18% in 2001 to 68.84% in 2011. Still rural market offers potential opportunities to marketers because substantial portion of population live in rural areas. market in the rural areas in order to tap this vast potential rural market, companies need to develop, inter alia, effective marketing communication strategies taking all the challenges into account. Rural marketing in its broader sense includes the creation, pricing and distribution of products and services as well as communications. This paper attempts to draw attention towards different buying behavior of urban and rural market in Bihar and examines the preferences of rural and urban consumers towards the mobile phone, Computer and Television. It also tries to understand the factors which influence the consumers for making the purchase decision and compares the buying behavior of urban and rural consumers in Bihar.*

### KEYWORDS

buying behavior, decision making, literacy level, pricing, satisfaction.

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### INTRODUCTION

**P**resent chapter investigate the magnitude and buying behavior of consumers in rural Bihar with regard to electronic goods such as T.V., Computer and mobile phone. The electronic goods market has witnessed a tremendous growth in the last ten years. With the presence of all major cellular companies providing its services in Bihar there has been an exponential increase in the electronic goods subscriber base. Rural consumers are basically different from their urban counterparts. Poor literacy levels and limited exposure to product and services account for differences in buying behavior affecting the dynamics of rural consumer behavior. All contribute to make rural consumer behavior dissimilar from the urban consumer. The formulation of strategies depends upon several factors like product category, target segment, accessibility, availability, affordability and awareness. The buying behavior of a rural consumer is quite different from that of an urban consumer therefore the marketing strategies which worked in the urban market may not work in the rural market. By formulating separate marketing strategies there are many companies which have successfully entered and captured the rural markets. The advent of economic liberalization has brought about unprecedented economic boom in the country. The face of rural India has changed ever since the introduction of economic reforms in the country in 1991. The changing lifestyles and consumption pattern of rural people have witnessed a sea change. Consumption in rural Bihar is growing faster than in urban Bihar. A 2011 news report in the Financial Express based on a study by Rural Marketing Association of India (RMAI) highlighted that the rural market accounts for over two-thirds of India's population, 56 percent of its income and 33 percent of its savings. It also accounts for 53 percent for FMCG and 59 percent for consumer durables. As a result of these changes, rural markets have caught the attention of many corporate companies. Rural marketing has become the latest mantra of most corporate companies like Pepsi, Coca-Cola, Philips, HUL, Godrej, ITC, LG Electronics, Colgate Palmolive, LIC, ICICI, Telecom and Auto Companies and many more. In a partnership summit organized by Confederation of Indian Industries (CII) in 2001. The dynamics of rural marketing communications is worth studying. But the way the products are marketed ought to be different. The Consumer Durable industry consists of durable goods and appliances for domestic use such as televisions, computer, mobile phone, refrigerators, air conditioners and washing machines. Instruments such as kitchen appliances (microwave ovens, grinders etc.) are also included in this category. This chapter attempts to draw attention towards different buying behavior of consumer of electronic goods of urban and rural market. This chapter also examines the preferences of rural and urban consumers towards the electronic goods (i.s: Mobile, Computer and Television). It also tries to understand the factors which influence the consumers for making the purchase decision and compares the buying behavior of urban and rural consumers.

### BRAND AWARENESS TOWARDS ELECTRONICS PRODUCT

The awareness of the selected brands is well known to the customers. However, the proportion of sample aware about brands varies from segment to segment. The age and education level have also been found to be influencing factors of brand awareness. The customer has given most importance to quality while selecting the product Next purchase influencing factor has been price and then the availability. Price got second position after quality as most dominant factor. The low and medium income was the most price conscious group. The rural consumer actually looked for quality at affordable price. The pricing and promotional strategy should match the needs of age group and income of the target market. The youth emphasized that costly and popular items have better quality. Middle age people overemphasize the reputation of the brand but overlook the popularity. Most of the rural population is receptive to the idea of trying and accepting a new brand but the condition is that they should be easily available.

Computers have reached rural households in a big way and are influencing their purchase decision making. Mass Media and reference groups have been mentioned as the dominant sources of knowledge by the large number of Consumer followed by posters. T.V. and newspaper have reached rural households in a big way and are influencing their purchase decisions. There is a close correlation in the advertisements position of various brands and their market share indicating an apparent impact of advertising on the market share. Consumer attitude towards the two promotional tools namely price discounts and free gifts has been positive, irrespective of segments, income, education and age group of customers inspite of the differences in the proportion favouring them.

### LITERATURE REVIEW

Reports of surveys undertaken by the government and the non-government agencies provide very useful information to the research process. Various studies related to consumer behavior, rural marketing and urban markets have been conducted by different social scientists at micro as well as macro level in India and abroad. An attempt has been made in the study to review the earlier studies relating to marketing specifically rural and urban consumer behaviour and of customer care on durable products. Namburu, R. K (2011) has explained the situation and performance of consumer durable industry in India. To capture the rural markets, industries are producing and marketing consumer durables by following different types of creative strategies to the rural markets. He also mentioned that knowing

the consumer behaviour is important for tapping rural markets. He has touched pre purchased behaviour of rural consumers and their usage rate of consumer durable goods. Giridhar, K.V and Rajeev, D (2011) State that, internet users are increasing day by day. In that process online shopping is also increasing. They emphasized on online consumer behaviour in online shopping. So that they prescribed a model, the Fishbein model. It is used for investigate the attitudes and beliefs towards certain matters. By observing these changes consumers are adopting for online shopping in India. Bashar, S., Gammoh, Anthony, C. Koh and Okoroafo, S. K (2011) explained that the impact of global consumer culture positioning (GCCP) in comparison with local consumer culture positioning (LCCP) strategies on consumer evaluations of new unknown brand. The paper examines the use of such positioning strategies in print advertisement stimuli influence consumer evaluations of a fictitious brand. By using experimental method in the USA and India. Findings - The results support the effectiveness of such strategies as demonstrated by overall improvement in subjects' attitudinal evaluations of the fictitious brand when GCCP is used relatively to the use of LCCP. Bhardwaj, S., Santosh, S and Prakash, P (2011) explained that history bears the testimony to the relationship between development of financial markets and economic growth, thus leading to the reduction of poverty on a larger scale. It has become more crucial for economies like India because the lack of it inevitably prevents people from gaining access to available resources and thus pushes them to an inescapable cycle of poverty. Shrotriya, V (2010) has explained that ruralization of Indian marketing is an unavoidable phenomenon and the trend has already set in. Rural markets are no more rural from the viewpoint of the taste and choice of consumers, especially after the introduction of global brands. As far as consumption is concerned, rural markets have a vast potential compared to their urban counterparts. Thus, the rural markets are all set to become the future markets of India. Khullar, D (2010) explained that the current scenario with regard to four important services in rural India, namely telecom, insurance, banking and postal services. For many years, these services were provided almost exclusively by the government, with a social objective. Even to this day, basic postal services are the monopoly of the government. The private entrants into telecom, banking and insurance services are required to meet certain obligations towards catering to rural areas. Nabi, K. MD, Kishor, C. and Pani, L. K. (2010), said that the modern day consumers live in a crowded, competitive world of parity products and services. Kumar, A., Kim, Y. K and Pelton, Y (2009) said that to Examine the Direct and Indirect Effects of Individuals' self-concept, product-oriented Variables (i.e. Consumer's Need for Uniqueness (NFU), and Clothing interest), and brand-specific Variables (i.e. Perceived Quality and Emotional value) on Purchase Intention toward Retail Brand Versus a Local Brand that are Available in the Indian market. A consumer is in the Position to influence the manufacturer or the marketer regarding, size, quality, content of the product, price, post sales service, among other things. Pradeep, K said these markets require a little bit of investment and infrastructure and provide enormous opportunities for marketing of products and services to the rural consumers. Mahto R. K. (2020) explained the purchasing power of the rural people has increased due to increase in productivity and better price commanded by the agricultural products and purchasing power remains unexploited and with the growing reach of the television and also explained the growth rates of electronic goods market is now considered as the backbone of economy.

## OBJECTIVES

1. To understand the buying behaviour of the rural consumers towards popular electronic goods, like mobile, computer and T.V.
2. To explain the conditions required to improve the awareness towards Electronic goods in rural area.
3. To study the magnitude of Electronic goods market in Rural Bihar.
4. To study the trends of demand and future problems and prospects of Electronic goods, like mobile, computer and T.V. in rural areas.
5. To examine the issues relating to design of rural advertisement.
6. To analyse the strategies relating to rural positioning and rural segmentation of various products.

## RESEARCH METHODOLOGY

The present study has been undertaken to understand the buying behaviour of the rural & urban consumers towards mobile phone, computer and Television to know the factor which influences the buying behaviour and how these factors play an important role in buying decision. The data required for the study has been collected from the selected respondents of urban and rural areas of Darbhanga district of Bihar by personal interview method using well-structured questionnaire & schedule. The total sample selected was 330 which included the purchase of mobile phone, computer and Television Likert scale has been used in the questionnaire. The respondents had to mention, on a five-point Likert scale, a statement explaining the degree of their "perceived importance of a factor ranging from "extremely important" to "extremely unimportant". The selection methodology is based on the characteristics of the problem and the overall data analysis has been done with the help of standard statistical tools.

Darbhanga district has been selected as universe of the present study. 330 people have been selected from different parts of rural areas of Darbhanga district as sample of the present study.

With the help of collected Primary and Secondary data analysis has been made. For data analysis and interpretation, we have taken help of simple tools and techniques like:-

- Ratio
- Proportion
- Average
- Comparative Analysis
- Trend Analysis
- Percentages etc.

## RESULTS AND DISCUSSION

The results of varying consumer behavior of rural and urban consumers were done with the help of measure the significance of different motivating factors in the mind of consumers AHP (Analytic Hierarchy Process) was used. Results from descriptive analysis and AHP are shown in the tables below.

### MAGNITUDE OF MOBILE PHONE MARKET IN RURAL BIHAR

Over the past decade, the rural economy of Bihar has registered an impressive growth. Almost all villages are expected to be connected by an all-weather road, every panchayat village to have internet connectivity and almost every home in the five hundred plus population village to have electricity and proud owner of a mobile phone. There is three distinct phase in the evolution of rural marketing during which the term change its meaning and connotation. During 1960s – 1990s the marketing of agriculture input and marketing of nonfarm rural product was considered as rural marketing. Post 1990's with rising income and mushrooming middle class across the country, various companies focused on tapping rural market potential. Rural marketing now refers to FMCG and Consumer durable goods like mobile phones in rural area. Mobile telephony has almost wiped out STD booths and public call offices (PCO) in Bihar. The number of rural subscriber has exploded in the last five years. Mobile phone offers convenience at an affordable price to rural consumers across all segments more features at less price phones. Bihar has now started the process of moving from a chiefly agrarian economy to an industrial and service economy. Owing to several trends like rising rural incomes, growing literacy levels, locales and rising penetration of audiovisual mass media, the rural markets are showing interesting changes at overall, aggregate levels. As per the cellular operators association of India (COAI) the total mobile subscriber base of Bihar in February 2014 was almost fifty million. So the demand for mobile phone is ever increasing. Today India is the fastest growing telecommunication industry in the world. Between 2006 and 2013, rural India outpaced urban India in mobile growth as the rural subscription base grew seven times as against the urban growth, which grew three times.

The focus is now on achieving the target set by the government of forty percent rural telecom density by 2014 and expanding broadband coverage in rural areas. With mobile connectivity, economic activity in villages has changed tending towards growth in high value agriculture, traditional services and even manufacturing. The contribution of agriculture in the economy of Bihar is very high and with the use of mobile phone it can straightforwardly contribute in commercialization and increasing value added services within the sector which ultimately tends to empower the rural market. Access to information is of essential for any development process. The progress of infrastructure has led to better connectivity by road, by phone and access to mass media through television and electrification of households has opened up the rural markets. All of these factors have increased purchasing power and the demand for new products. The focus of government on

poverty alleviation and the rural population has led to noteworthy spending on initiatives. The rural consumer of Bihar is developing from the deficiency stricken, uneducated stereotypes of the ancient times with a fear of change and a disinclination to expend, to become more literate and value driven. This was possible because there was substantial increase in public investment. Bihar economy has undergone some structural changes over the years. One of the prime reasons for this is the growth of rural market. Rural incomes have been growing at a faster pace over the past few years, helping to account for almost forty percent of Bihar's total consumption of goods and services. The flow of information from and to the rural consumers is a critical prerequisite for the development of the rural market in Bihar.

The growth of mobile phone is contributing in the flow of information and knowledge, beyond the boundary of social and economic status. Bihar is experiencing a very successful model of connecting with the rural consumer through mobile phone service. From an auto driver to an executive and from a farmer to a landlord everyone is having a mobile phone but their buying behavior is different. Hence it is important to differentiate the buying behavior of consumers living in urban areas and the consumers living in rural areas. The main purpose of this study is to compare the buying behavior of rural and urban consumers and find out their priorities while making a purchase decision regarding mobile phone.

**TABLE 1: COMPARISON OF POPULAR MOBILE PHONE BRAND USER IN BIHAR**

Brand	Urban	Urban	Rural	Rural	Total	Percentage
Apple	02	0.62%	00	00%	02	00
Nokia	54	16.87%	43	13.43%	97	30.3%
Samsung	57	17.81%	31	9.68%	88	27.49%
Sony	04	1.25%	00	00%	04	1.25%
Micromax	19	5.93%	37	11.56%	56	17.49
Karbon	14	4.37%	29	9.06%	43	13.43%
LG	04	1.25%	09	2.81%	13	4.06%
Others	06	1.87%	11	3.43%	17	5.3%
<b>Total</b>	<b>160</b>	<b>49.97%</b>	<b>160</b>	<b>49.97%</b>	<b>320</b>	<b>100%</b>

Source: Dept. of IT, Govt. of India, Annual report, 2015

From the above table 1 some important points can be deciphered The above table shows that 17.81% of the urban consumer uses Samsung mobile phone and it is very closely followed by Nokia (16.87%). Micromax with 5.93% is at third position in the urban market. If we look at the rural market, then the above table shows that Nokia with 13.43% is at the top and with 11.56% Micromax is at the second position. Samsung with 9.68% is at number three. From the above table it can be concluded that the choice of mobile handset varies between the urban and rural consumers of Bihar. In case of urban market Samsung and Nokia have a very close competition as majority of the urban consumers prefer to buy either of these two brands. However, the buying preference of the rural consumer is different from their urban counterpart. The rural consumers prefer to buy Nokia for its simple features and user friendliness while he buys Micromax for its long battery backup value for money proposition.

**TABLE 2: THE ROLE OF INFLUENCERS IN DECISION MAKING**

Influencers	Urban	Urban	Rural	Rural	Total	Percentage (%)
Family	34	10.625	27	8.437	61	19.062
Friends	56	17.5	39	12.187	95	29.687
Retailer	23	7.187	36	11.25	59	18.437
Media	31	9.687	33	10.312	64	20.000
Others	16	5.00	25	7.812	41	12.812
<b>Total</b>	<b>160</b>	<b>49.997</b>	<b>160</b>	<b>49.998</b>	<b>320</b>	<b>100</b>

Source: Dept. of IT, Govt. of India, Annual report, 2015

The above table 2 highlights the important factors like family, friends, retailer, media and others (reference group, purchase situation etc.) which influence the rural and urban consumer in making the decision of buying a mobile phone. From the above table it is very clear that for both urban (17.5%) and rural (12.187%) consumer's friends play an important role as influencers in decision making. However, when it comes to urban consumer the second most important role as influencers is played by the family members (10.625%). In case of rural consumer retailer (11.25%) plays the second most important role in influencing the consumer for making a purchase decision. Both the urban (9.687%) and rural (10.312) consumers are influenced by the media (print, electronic & out of home) as it is the third most important influencing factor for purchase decision making.

**TABLE 3: SOURCE OF INFORMATION FOR URBAN & RURAL CONSUMERS OF BIHAR**

Source of Information	Urban	Urban	Rural	Rural	Total	Percentage
TV	54	16.875	72	22.5	126	39.375
Radio	32	10.0	38	11.875	70	21.875
News paper	42	13.125	23	7.187	65	20.312
Internet	21	6.562	0	0	21	6.562
Others	11	3.437	27	8.437	38	11.874
<b>Total</b>	<b>160</b>	<b>49.999</b>	<b>160</b>	<b>49.999</b>	<b>320</b>	<b>100</b>

Source: Dept. of IT, Govt. of India, Annual report, 2015

The above table 3 depicts the various sources of information for urban and rural consumers in Bihar. From the above table it is very clear that television is a major source of information for both urban (16.875) and rural (22.5) consumers in Bihar. For an urban consumer newspaper (13.125) is the second most important source of information. However, for a rural consumer radio (11.875) is the second most important source of information. For an urban consumer radio (10.0) is the third most important source of information. With growing literacy level, the newspaper is the third most important source of information for a rural consumer. Apart from these sources a rural consumer gets information from various other sources like retailer, wall paintings, van-operations, weekly market etc.

Purchasing to acquire the right amount of supplies and by human resources to hire the needed number of workers. Marketing is responsible for preparing the sales forecasts. If its forecast is far off the mark, the company will be saddles with excess inventory or have inadequate inventory. Sales forecasts are based on estimations of demand. Managers need to define what they mean by market demand. The behavioral aspect of the rural consumer is the focal point of rural marketing strategy. The archetypal rural value systems are marked by conservatism, respect for elders, belief in social hierarchy, hard work, etc. Hence for a successful marketing strategy the social value systems and lifestyles of villagers have to be clearly understood and analyzed. Any promotional inputs disruptive of the social binding are likely to be discarded. It is vital to highlight the favorable results of using a particular product. The reach of the print medium is very low in rural Bihar due to the high level of illiteracy. Speedy expansion of television in the last decade has significantly increased the awareness levels regarding availability of convenience products to the rural consumers. Infrastructure is critical for markets to grow and flourish. The current trends in rural markets have displayed economic growths higher as compared to the urban markets and overall GDP growths are higher in the last few years, which promise well for marketers eyeing this market.

**MAGNITUDE OF COMPUTER MARKET IN RURAL BIHAR**

In the present scenario computer has become one of the most important tools not only for education system but also for every step of human life. Computer play important rule in business education and health care. It was become so much a part of our lives that even imagining a day without it was out of question. It can

be regarded as the greatest contribution of science computer market in rural Bihar has witnessed a tremendous growth since last 15 years, so the demand for computer system is ever increasing today Bihar is the fastest growing computer market in India. After 2014 government has expanding computer market in rural Bihar. With the connectivity of computer system in rural area of Bihar economic activity villages has tending to change towards growth in light value agriculture traditional scurvies and even manufacturing number of computer shop in rural area of Bihar has exploded in last ten years. HCL, Dell, HP, Lenevo and Toshiba is the largest service provider in rural Bihar as well as in all even India. Computer market has got even more crowded and fragmented in the lower and mid-market segment with the development of new model of computer system at attractive price point in rural in Bihar, Today's with the opening of new computer market in rural Bihar, it creates job opportunity and provide technical facilities for the people of rural Bihar. After arability of this fantastic's growth of rural Bihar has running on its appropriate path. In rural area of Bihar computer market falls different kenos of problems which acts as a major obstacles in its proper growth these problems are proper availability of transportation lack of knowledge about electronics goods, low level of literacy, low per capita income dispersed market, Ineffective distribution channel and spurious brand and awareness. Due to low income only counted numbers of people are able to per chase computer system in rural area of Bihar. Computer market in rural area of Bihar heeds proper advertising to attract people towards it. At present tie for proper establish-mint of market in rural area of Bihar government should be necessity of financial assistance to the shopkeeper and cooperatives store. There should be necessity of financial assistance to the shopkeeper for proper function of marketing of computer system in rural Bihar.

TABLE 4: COMPARISON OF POPULAR COMPUTER BRAND USER IN BIHAR

Brand	Urban	Urban	Rural	Rural	Total	Percentage
Apple	03	0.93%	00	00%	03	0.93
Dell	30	9.3%	19	5.89%	49	15.19
Acer	27	8.37%	16	4.96%	43	13.33
Lenovo	18	5.52%	07	2.17%	20	7.75
HP	12	3.72%	23	7.13%	35	10.85
HCL	9	2.79%	17	5.27%	28	8.06
I-Ball	05	1.55%	11	3.41%	16	4.96
Others	04	1.24%	12	3.72%	12	4.96
<b>Total</b>	<b>105</b>	<b>32.55%</b>	<b>105</b>	<b>32.55%</b>	<b>210</b>	<b>100</b>

Source: Dept. of IT, Govt. of India, Annual report, 2015

From the above table 4 some important points can be deciphered the above table shows that 9.3% of the urban consumer uses Dell Computer and it is very closely followed by Acer (8.37%). Lenovo with 5.58% is at third position in the urban market. If we look at the rural market, then the above table shows that HP with 7.13% is at the top and with 5.89% Dell is at the second position. HCL with 5.27% is at number three. From the above table it can be concluded that the choice of Computer varies between the urban and rural consumers of Bihar. In case of urban market Dell and Acer have a very close competition as majority of the urban consumers prefer to buy either of these two brands. However, the buying preference of the rural consumer is different from their urban counterpart. The rural Consumer prefers to buy HP for its simple features and user friendliness while he buys Dell for its long battery backup value for money proposition.

TABLE 5: THE ROLE OF INFLUENCERS IN DECISION MAKING

Influencers	Urban	Urban	Rural	Rural	Total	Percentage (%)
Family	32	9.92	29	8.99	61	18.91
Friends	58	17.98	37	11.47	95	45
Retailer	18	5.58	31	9.61	49	15.19
Media	35	10.35	34	10.54	69	21.39
Others	17	5.27	29	8.99	46	14.26
<b>Total</b>	<b>160</b>	<b>49.997</b>	<b>160</b>	<b>49.998</b>	<b>320</b>	<b>100</b>

Source: Dept of IT, Govt. of India, Annual report, 2015

The above table 5 highlights the important factors like family, friends, retailer, media and others (reference group, purchase situation etc.) which influence the rural and urban consumer in making the decision of buying a Computer. From the above table it is very clear that for both urban (17.98%) and rural (11.47%) consumer's friends play an important role as influencers in decision making. However, when it comes to urban consumer the second most important role as influencers is played by the family members (9.92%). In case of rural consumer retailer (9.61%) plays the second most important role in influencing the consumer for making a purchase decision. Both the urban (10.85%) and rural (10.54) consumers are influenced by the media (print, electronic & out of home) as it is the third most important influencing factor for purchase decision making.

#### MAGNITUDE OF TELEVISION MARKET IN RURAL BIHAR

Television in the last decade has significantly increased the awareness levels regarding availability of convenience products to the rural customers. Since TV as a medium has greater reach (45 percent) in rural India, Advertising on TV gives maximum exposure to product/brand. This is being used by manufacturers of most of the FMCG products, consumer durables and even the agricultural inputs. The reach of cable and satellite channels to rural areas is significant. The rural consumers are exposed to a no. of TV channels especially the Regional language channels like ETV, Gemini TV etc. Film and film based programmes are the most preferred programmers in rural India. Godrej advertises its brands through cable TV channels in rural areas. The rural youth are exposed to cricket matches. The advertisements during cricket events also attract a significant no. of rural population. Television market is undergoing a seismic shift. television is now almost a necessity of every house " for education, for daily soap serials, for news, for sport and for every now and then, people switch to television rural consumer of Bihar uses television but the most important factor which intelligent the rural consumer for making a purchase decision are brand, feature, user friendly, quality, price, and advertisement. For purchasing a television rural consumer of Bihar gives first preference to the features of the television. Prices of television stand at second position as a factor influencing purchase decision. Television market of rural Bihar forms small part of the Indian television market, however, in the recent years the television market in rural Bihar has witnessed a robust growth driven by several factor such as manufacturing growth, rising disposable income, attractive finance scheme.

#### FINDINGS

This study evaluates the growth and awareness of brand conscious people across different socioeconomic classes in Bihar, and analyses the fact that how urban, semi-urban and rural retail markets are grooming significantly. Along with these objectives, it also explores the role of the Indian government in the industry progression and the need for further reforms.

#### SUGGESTIONS

This section presents the basic suggestion on the effects of Mobile, Computer and Television. The first subsection summarizes the effects on autonomy, attitudes towards domestic violence. The second subsection discusses education and fertility. The third subsection discusses the concern over whether the results are largely driven by pre-existing differential trends.

**CONCLUSION**

In this paper, we analyze the effect of exposure to the Mobile, Computer and television on attitudes towards in rural Bihar. We argue that the introduction of Mobile, Computer and television reduces son preference, fertility, and the reported acceptability of beating, and increases Overall, the effects are quite positive for rural people. It is also noteworthy that the large changes observed are accomplished despite there being little or no direct targeted appeals, such as through public service announcements or explicitly socially-oriented programming (such as the 'Sabido Method' soap operas used worldwide). It may be that the Mobile, Computer and television, with programming that features lifestyles in both urban areas and in rural areas, is an effective form of persuasion because people emulate what they perceive to be desirable behaviors and attitudes, without the need for an explicit appeal to do so. The field of Rural Marketing has been witnessing lot of change during the last decades with the entry of corporate giants and manufacturers of FMCG and Consumer Durables. Rural market is not just any emerging market. It is a market approximately 2.5 times the US population. The changing lifestyles and consumption pattern of rural people with the increase in literacy levels an education and penetration of Mobile, Computer and Television have been exposed rural Bihar. On the other hand, increase in stiff competition and saturated urban market led the companies to search for new markets. Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to the consumers, companies must also communicate effectively to its target customers. Mobile, Computer and Television in the rural context demands design of advertising message that suits the sensitivities of rural markets. Rural market environment is different from the urban and therefore communication to potential customers in a proper and effective manner is a major challenge for corporate companies. The selection of Electronic goods is vital to reach rural audience. The advertisers have to use a wide variety of media both conventional and non-conventional to convey their messages.

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