

RURAL CONSUMER BEHAVIOUR ANALYSIS ON FOUR WHEELER PURCHASE IN RURAL AREAS OF GAUTAM BUDHA NAGAR (UTTAR PRADESH) FROM 1995-2012

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Abstract

This paper discussed the behavioural approach regarding four wheeler's consumer psychology. Instead of traits, behavioural approach proponents believe that behavior is a function of social factors and learning. Understanding of consumer's personality can be of immense help to the management in the selection of right kinds of consumer for different jobs. Various factors like income growth, development of roads, transportation, political issue, change to modern lifestyle, sources of income has affected the consumption psychology of the rural consumers. A very important aspect of muavza (compensation) for the land acquisition) by government and new government policies regarding compensation, on the purchase of four wheeler has been considered for the studies. So, this paper reviewed the rural area of Gautam Budha Nagar of Uttar Pradesh district as a representative of the rural consumer behaviour analysis.

Keywords:

Consumer behaviour;
four wheeler;
purchase;
rural area;
Consumer.

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1. Introduction

When surface transport, vehicles, four wheelers comes in mind then generally it is considered that these are the main mean of transport in cities or urban areas. Print, electronic and mass media [1] have create a stir in the rural marketing. These influence the rural consumers to buy specific product or service for satisfying their desires and needs. The media make the rural consumer aware about the brands, products and services available in the market [2]. The purchasing sphere of the rural consumer has increased due to improved roads and means of transport. So, obviously, improved roads have also bring a change in the purchasing of four wheeler among the villagers.

Foreign collaboration especially Japanese has been playing a keen role in this growth of the Indian four wheeler market. The foremost reason for enhancement in the demand for four wheelers is due to the increase in the income of people, development of roads. Some of the chief players in the national four wheeler market are Maruti Suzuki, Tata, Hyundai, Mahindra, General motors and Honda [3]. Other brands include Mitsubishi, Ford, B.M.W, Mercedes, Volkavogan. Having classified the four wheelers brand into Economy, Executive, Premium segment. Maruti Suzuki and Tata among all are the forerunners in the economy segment [4]. Executive and premium segment are led by Honda and Hyundai & B.M.W and Mercedes respectively.

In 2009, the Indian economy grew to 5.8% rather than 5% [5] as expected, although the growth was slowed down in this recession from 9% (in 2007-2008) to 6.7%. According to a report by Rush Lane, a part of the boost the country has experienced in 2010 comes from rural areas, as more and more people living in these zones have purchased a new car [6]. Maruti, Hyundai, General Motors and Mahindra recorded surprising sales in rural markets and figures are predicting a bright future for these particular areas. 20 percent of the sales posted by Maruti Suzuki came from rural markets, although statistics prove that only 2.3 percent of those living in non metro markets have purchased a new vehicle [7]. Although 10 percent of urban residents are now driving a car of their own, 63.5 percent of the rural buyers pay for the new cars they buy in cash, the aforementioned source notes. Such a boost obviously leads to increased interest from companies that are willing to invest in the country and Ford is probably the best example in this

direction [8]. The US-based auto manufacturer has already announced that its Indian best-seller Figo will be exported from India into 50 other countries, while other products will be based in a higher percentage on parts manufactured in local plants. Maruti Suzuki, a leading automobile manufacturer is expecting a rise in the sale of vehicles in the rural market from 5% to 15% in the next two years [9].

Regarding urban development, of the four wheeler user population growth and migration let recognized three spatial levels for planning:

1. The Gautam Budh Nagar: Urban Area
2. The Gautam Budh Nagar: Metropolitan Area, including the rural and urban communities which are economically and socially linked closely
3. The National Capital Region (NCR), including not only the city but also a number of regional consumer growth of which have been strongly influenced by Gautam Budh Nagar's auto-personality.

Significance: The rationale of this study specially from 1995-2012 lies in two things. First, the villagers got muavza (compensation) from the government for the acquisition of land and new policies formed by the government, gave the villagers a power to purchase the four wheelers [10]. Secondly, during ninth plan & tenth plan of government policies rural infrastructure (roads etc.) development was integrated in them. It paved a way to have good roads, parking spaces and connectivity to the other regions which made an effect on the purchase of automobiles [11]. If the manuscript was written really have high originality, which proposed a new method or algorithm, the additional chapter after the "Introduction" chapter and before the "Research Method" chapter can be added to explain briefly the theory and/or the proposed method/algorithm [4].

2. Role of various factors on the increase on purchase

Consumer behaviour is influenced by the following factor social, cultural, regional, psychological, personal, statuses, lifestyle, age, gender, attitude etc. Consideration of all these factors to deal with the rural consumer will help both the marketer and the customer effectively.

Here, a no. of factors have played a role on the growth of Purchase. Some of these are mentioned below:

2.1 Role of Income Growth on Purchase

Income growth in terms of developed regional sense is an increased economic capacity to produce goods and services, compared from one period of time to another which is conventionally measured by increased in a per capita income [12]. Income growth comes in two forms: (1) A Person or consumer can either grow extensively by using more resources (i.e. human or natural capital). (2) Intensively by using the same amount of resources more efficiently (productivity) [13]. Again, Physical Quality of Life Index (PQLI) was the first attempt towards providing comprehensive measure of income growth & economic development. It was developed by Morris David & Morris in the mid-1970s [14]. PQLI is the average of three values, viz life expectancy, basic literacy rate and infant mortality rate. Each value was scaled on 1 to 100, where 1 represents the worst and 100 represents the best [15].

As far as the income growth and Development concerning four wheeler purchasing capacity of the Gautam Budha Nagar region are concerned, it is used by different scholars economists in different ways:

- (i) In general, regional income growth refer's to a quantitative change in regional economic variables, where as income development is an over-all increase in the quantitative as well as qualitative aspects. " Thus income growth is just an increase in an economic variable and it is a simple phenomenon where is income development is a multi-dimensional changes involving economic social, institutional aspects, hence it is a more complex phenomenon [16]. Economic growth is a continuous concept is concerned with developing region like Gautam Budh Nagar as they have many problem including economic, social, political and etc. (v) income growth may be a micro concept where as development is a macro concept, which can be referred as a Walrasian concept [15].
- (ii)

P = Production function e.g. relation based on land labour, capital & risk factors.

N = Land resource utilised

L = Labour employed

K = Capital used in production process

$P = f(N, L, K)$ These are income growth components, which are common.

D = Economic development path which is concerned of developing region. Like that Gautam Budha Nagar District.

$P = f(N, L, K, u, v)$

u = Socio-economic conditions indicted by four wheeler or car-segments, Business-varieties and educational trends

v = Infrastructure Technological know-how as Yamuna Expressway, Special Economic Zones

Growth + Development components = Economic Development path.

$N, L, K + u, v, = p = f(N, L, K, U, V)$

2.2 Role of betterment of Roads and Economic Development

In the Road transport system, Metro Vehicle and Metro Economy in Gautam Budh Nagar region, importance of road transport for the metro economy is considerable here. As compared to the railways, the road transport system has definite advantages [17].

Four wheelers and road construction have contributed appreciably to the growth of the gross regional product all over the Gautam Budh Nagar region. Further, region increased road area, which cannot be reached except through roads. No doubt road transport in Guatam Budh Nagar is faster and well-situated. Door-to-door collection by the four wheelers and delivery are possible in the case of road transport [18].

Ultimately, under the Nine Plan, through integrated Rural Development Program, block level transport planning has been converted into what may be termed as the infrastructural generation programme. During the Tenth (1997-02) and the Eleventh (2002-07) Plan also, emphasis continued on rural employment and removal of poverty through automotive industry along the lines as during the earlier plans¹¹. The same emphasis on employment generation was embodied during the period of 2002-07 (Eleventh Plan) too. The parking problem was also tried to sought out in 1991. This ultimately led to the increase in the four wheelers [19].

2.3 Role of growth of wealth (in lieu of Government's compensation for land)

A rural community as Numbardar a Zamindar enjoys higher status and power politics in the region. Again 'Land' is the types of state property through the ages. As individual, family or society enjoys the land as private property until state does not entitles to interfere [20]. Constitutionally it is due right to state to work for welfare of the people of concern region. In course of time and situation, every state acquire the land and other natural resources to fulfill the increased population or people's need in the name of growth and development [21].

We have seen that, due to population growth and security of natural resource, management and planning process were implemented for rural and urban area development. Again migration and expression of industrial pockets, land acquisition has been a need as well as the compulsion for the region administration of the Gautam Budha Nagar district.

As, we have outlined that the relation between land, politics, power and status is undoubted. Therefore politic is a sense in course of land dispute in inevitable. Again politicisation of land acquisition is the matter of agrarian set up [22]. Here we discuss the land acquisition event accoring in the most promising region of Greater Noida in Uttar Pradesh consisting the district of Gautam Budha Nagar, Village Bhatta-Parsaul (block Dankaur).

Demanding higher rate of compensation for land acquisition and militant procession were conducted by the villagers of Bhatta Parsaul on August 2010 and May 2011 respectively due to unedequet compensation as lower rate by the state Govt. lead by BSP. Despite farmers revolt, UP road transport department sent their officers to survey the farmers land for the roads of Yamuna Expressway. The officers were abducted by the anti-social villagers. Then the issue become violent lead to two way firing between villagers and police in my 2011. In the meantime congress leader and president Rahul Gandhi holding a Dharama regarding the farmers death in police firing. The whole issue geared up due to absence of justifiable provision related to the land acquisition. In March 2012, the issue raised political colour a villagers belong to Gujjar community of Bhatta Parsaul named Vedram Bhati fought as the BSP candidate in Assembly election and won with considerable margin against congress candidate Dhirendra Singh.

By the Greater Noida Authority, An event of land acquisition, village Ghodi Bacheda assigned in 2003 at the rate of 322 Rs per sq. metre and it was saled to corporate contractor 10,500 per sq. metre. Due to the injusticeable assurance by the state Govt. lobby or pressure group, a strong farmer agitation started in 2008 lead to police firing and death of dozens of people.

An Overview of the land politics leading to cast politics and its input in the society of Gautam Budha Nagar area, we have seen that the Indian Society including the society of UP state e.g. the regional society of Gautam Budha Nagar would have been guided by the politics since independence. Due to cast and class equation in the election process. The situation of farmers uprising of different segments etc. SC, ST and particularly OBC was desirable.

Land Acquisition Act, 1894 and its Replacement by Modern Legislation-2005

The Committee was of the view that 'public purpose' as defined under the Land Acquisition Act on 1894 did not address the problems of displacement of farmers who are paid notoriously low rate of compensation for their land. Not only the land-owners, but the sharecroppers and agricultural labourers who are actual engaged in cultivation also lose their livelihoods. It is therefore, necessary that land Acquisition Act of 1894 be replaced by a moderm legislation which should he more transparent and people-friendly and take care of the problems of the affected persons e.g. farmers (of Gautam Budha Nagar District due to land acquisition [23].

The Committee for the compensation, therefore, recommended for the change in the policy and the legislation and decided new reliefs and compensation. Muavza should be calculated on the prevailing market rates [24].

2.4 Role of Modern Life Style of Business, Service and other activities in terms of four wheeler purchasing tendencies

Youth class of consumer is the period of life when the individual shows signs of development in every respect. For example, the youth is very sensitive to any injury to his prestige. A physical deformity is so magnified is its evil effects that even enters his emotions. He suppresses externally, but they find expression in the form of day-dreams e.g. dreams of car, Banglow and Govt. job. These youth find expression in the form of excessive and almost attraction to the four

wheeler of the other. As the adolescent's field of knowledge widens, the situation that rise to emotions in him also change [25].

Due to contact with other cultures, the tribal culture is undergoing a revolution change. This has meant a degeneration of village life and village arts such as dance, music and different types of craft, and have also raised questions of preserving cultural identity & social programmes for their populations. In such a context, all consumer, village and organizers in particular, need to be better equipped to conflicts within and across the diverse groups comprising village communities, so that they can focus on social and economic achievement for all groups that have been marginalized [26]. Contemporary villages are showing a decline in social relations, emotional bonds and sentimental ties that characterized the communities of yesteryears. This has led to the materialistic attitude.

Power politics is tending to permeate all aspects of village life and people are getting divided into different political groups and sub-groups [27]. In the Gautam Budha Nagar region the four wheeler brand has become the status to the consumer of elite class either job or business: I mean, Search for power is the root cause of competition among the customers of this fast growing area.

2.5 Recent factors for the Four Wheeler demand

Information communication and technological advancement the role of media for product development e.g. four-wheeler like that the other product in the consumer mind set by promotional devices e.g. advertising has proved a central point [28]. Advertising, branding and publicity by the print media (Newspaper, Luxurious magazine) as well as electronic media (Television, Cinema etc.) and multimedia (Internet) imprint on the consumer's body mind and soul. The consumers and customer's perception about the physical fitness and habit of sales adviser (male or female) and their speaking-listening manner are the recent factor to attract the youngsters of present consumer world [29]. Here, a micro study regarding the factor responsible for the four-wheeler sale promotion in the light of above mention point of view. It was found that effective advertising management of the four-wheeler sale promotion requires the establishment of goals as the first step. In the recent years there is a dramatic rise in the competition in various product categories. Therefore, prices of various products have come down. Automobiles and

their spare parts as one of them are now cheaper and easily available in urban centers of the Gautam Budha Nagar district. Mass production of goods and their mass distribution in the market world are also the driving forces, both depended on massive labour.

3. Feature of buying process and various theories (10pt)

3.1 Social - Cultural theory

Social - Cultural theory means group theory is related to the roles played by the buyer's culture, subculture, and social class. Just like a consumer brought up in the Gautam Buddha Nagar area is exposed to values: comfort, achievement, practical efficiency, progress, individuality.

A Gautam Buddha Nagar Resident of block Dankaur, Village Bhatta (Near by Parsoul) Mr. R.K. Sharma's interest in four-wheeler reflects his upbringing in a metro society what four-wheeler are and he knows that the society values 4-wheeler holder [30]. Culture consists of smaller regional cultures like religion, belief, life style, career consciousness etc. that provide more specific identification and socialization for its member. Some trends are found in the area of Gautam Budha Nagar district which influenced consumers preferences for four wheeler.

3.1.1 Social class factor

Another the fact of Feudal system [22] of the Villages e.g. Habibpur, Jaipur, Chithara, Kailashpur & Kasna of Gautam Buddha Nagar area, normally, the same of social stratification has been perceived in the research work. Examples of two regional culture groups-Jats & Yadav community were taken. Marketers have viewed that those Jats & Yadavas of Gautam Buddha Nagar District who have the resident of the Alpha - Beta and Sigma - Himsagar, the sector of Greater Noida as Large and having high purchasing power. Over one fourth live in two metropolitan areas Noida & Greater Noida and both remain target for marketers of automobiles. Many companies make special budgets for the media to attract. Due to Yadavs & Jats, marketers specially many Four-wheeler companies including Tata Motors, Mahindra, Toyota, Audi, Ford, Hyundai, Mercedes and Maruti etc. are increasing the number of automobile products [31]. Specially in Noida, the social class differ in their media preferences, with upper-class consumers preferring magazines where the lower-class consumers preferring television.

On the other hand, Marketers of Greater Noida & Noida try to identify their target customer class. They identify their customers' reference group and opinion leaders [32]. This is exactly what happened to Noida based Indica i.e. losing its edge with opinion leader under the age of 30 generally. A Pradhan of village Kailashpur named Kamal Balyons [33] presently living in the sector near by the Greater Noida - Pari Chowk is keen of four wheeler and his attitudes toward various brands has been strongly influence by the villages groups of Kailashpur.

3.1.2 Family Factor

The family is an important organisation of consumer-behaviour process. From parents a person acquire an orientation toward various characters. The parents' influence on the buyer's behaviour is significant. Marketers of the sectors of Noida & Greater Noida, are interested in the family influence for the purchase of four wheelers. These roles vary with different village, sector and social classes. It has been seen that if husband is dominating in the then Insurance policies and four wheeler remain the main things to purchase. This priority become different if wife is dominating or husband and wife have an equal influence at homely issue. Marketers determine which member has the greater influence in choosing various services & automobile products [34].

3.2 Psychological theory : Theory of Motivation

Wants, Needs, Incentive and Motives of Product are the significant phenomena regarding consumer Psychology. Want is a state of being without particular thing or absence of what is desired. A distinction may be made among the words need, incentive and motive [35]. Consumer needs are the causes of action but wants are the clues to the types of action. However, incentives are external stimuli that give value to the outcome of the consumer behaviour. Thus, incentive activates need, and motive refers to an activated need, an active desire or wish, When a motive is present in a consumer, it becomes active when there is some incentive [36]. Consumer Management can do its job effectively only through motivating consumer to work for the accomplishment of organisational objectives. But, according to Psychologists like Sigmund Freud, McGregor, Maslow, Herzberg and Vroom [37], it is difficult to understand motivation without considering what a person (consumer) want.

(a) Freud's Theory of Motivation. Freud assumed that unconsciousness generally shape the real psychological. For example if a consumer Dr. Jai Bhagwan Yadav a resident of village Dadri [38] wants to purchase a four-wheeler, he might describe the motive as wanting to work more efficiently when buying. At the unconscious level, Dr. Yadav examined specific brands, it was just not based on their stated capabilities but also to show to the others. Each four-wheeler shape, size, colour etc can all trigger certain emotions. Thus four-wheeler designers become aware of the impact of visual, auditory and tactile elements in triggering consumer emotions that could stimulate or inhibit to purchase.

(b) Maslow's Theory of Motivation. Abraham Maslow explained that human needs are arranged in a hierarchy, from the most compulsive to the least. This theory helps to marketers to understand how various product fit into the plans, goals and lives of potential consumers [39].

(c) Herzberg's Theory of Motivation. Frederick Herzberg developed a two-factor theory of motivation that distinguishes (factors that cause Demotivation) and satisfiers (factor that cause Motivation) factors [40]. e.g. a Tata Nano that didn't come with a warranty became demotivated. Yet the presence of a product warranty would not act as a satisfier or motivator of consumer purchase, since it is not a source of intrinsic satisfaction with the Tata Nano. These satisfiers can make the buyer to buy a specific brand.

3.3 Empirical or Personal theory of Perception & Observation

Perception of four wheeler consumer refers to the way the looks, speed model or size. Thus perception can be defined as whatever is experienced by a person [41]. Actually, the consumer perception is the process through which a consumer select, receive, organise, and interpret information come through their product environment. It is based on self concept, expectations, beliefs and response disposition.

The residents of Noida & Greater Noida are related with the state of anticipation of a particular behaviour form of a consumer rather villagers of Gautam Budha Nagar area. Response disposition is the most debated concept of product marketing founded in the elite class of Gautam Budha Nagar district residents. Response disposition refers to a consumer's tendency to perceive familiar stimuli rather than unfamiliar ones. e.g. a consumer having prevailing religious

value recognise related words as 'priest', or 'minister' easily than economic value such as 'cost' or 'price'. It was also found that the people of either village or metro city of Gautam Budha Nagar area can sense only limited amount of information in the marketing environment. They are characteristically selective.

3.4 Theory of Branding & Demonstration

To be successful, marketers of this concerned region go beyond the various influences on buyers and develop an understanding of how consumers of the regional super & upper class actually make their buying decisions. Here Role model is considerable. People of this region; men normally choose their role model (branded) car related to the giant four-wheeler company. For example, Considering a consumer of Sirsa Village of block Dankaur namely Mrs. Surekha Katyal [42]. A teacher interested in buying a car. She was motivated by a colleague (initiator). She consulted with different marketers who made some suggestions (influence). Mrs. Surekha Katyal made the final decision (decider). Her husband bought it for her as a birthday gift (buyer). Mrs. Surekha will be the car primary user (user). This distinguished consumer buying behaviour based on the degree of buyer involvement.

4. Case Studies

4.1 Maruti Suzuki Automatic Manual Transmission Car – A Case Study

Automatic Manual Transmission (AMT) Car choice: Maruti has taken gearless cars to the masses (businessman and service group) of Delhi and Noida. Namrata Rana, a lawyer in Alpha sector of Gautam Budha Nagar recently bought a Maruti-Alto with AMT. This category has been competent for 13 years of driving cars; Mrs. Rana bought gearless vehicle to tackle the city's bumper-to-bumper traffic and the Alto Automatic Manual Transmission AMT version was just Rs. 30,000 costlier than the regular variant. Maruti first decided to sell Automatic Manual Transmission vehicle [43] in 2000. 97 % of AMT is locally manufactured in the joint-venture plant (Maruti and Magneti Marelli). As the traffic had worsen, the company looked at an automatic variant at an acceptable price.

4.2 Sumo-Indica-Safari- A case study

The Tata Sumo proved its presence for durability, stronger looks, design etc. satisfactorily in the decade of 90s. Sumo, the four wheeler of urban Noida and rural area of Greater Noida has been the most favourite brand to the contemporary society of 1995 to 2000. In those days Tata itself was a reliable and authentic brand whereas launching of Sumo was the revolutionary step to the four-wheeler company in India. Being the more executive category, Tata's Safari and Indica, were two varieties maintain social grip from 2000 to 2010, a marketable decade of second generation of new economic and industrial reform in the manufacturing sectors. According a villager Sanatan Bhati [44] from Gujjar Community – “Indica was the wedding Car, dowery car and festive car to be gifted by their friends, relatives in the name of identity and status.

4.3 Scorpio and Bolero – A case study

Scorpio, the favourable car of rural and urban area of Gautam Budha Nagar has been for the past fifteen year. This is only the car to be opt by every village every block, every section middle, upper and Elite Class belongs to service lastly as well as business class. The Bolero has been the most popular to its related Desi Song- Baith Bolero Main. Therefore naturally the car opted on the leap of the men and speed up its market value as well as social.

In the period of searching the car taste of rural area of Gautam Budha Nagar, it was found that the rural people of Dadri Black village opt easily Bolero and Scorpio due to its domestic look, most suited to the bigger or lager in sizes and as something ‘giant’ in from of their door (duar/darwaza) as the elephonty status of old times. Pragmatically these capability of car has space, inner space to adjust the whole family or passenger of a family. This is the practical mentality of Indian village to fulfill the family expectation offer investing lacks of rupees. Again these four wheelers are relatively stronger and their durability is also reliable, as to say the villagers of Mycha name Sanjeev Tonger. The annual report [5] of the society for the Indian Association of manufacture (1996-97) reveals the starting year of Bolero launching was more promising and that after a year (1997) the growing rate was hike from 2% to 6%. Regarding Bolero in the year 2001 to 2005 recoded demand of Bolero accounts 7.3% to 10.5%, this growth

of 3.5% was due to be of the side use of Bolero regarding transportable value. Rural people began to use Bolero as the earning agent or car in their locality [6].

5. Conclusions

There is an interesting as well as surprising fact that the property getting from Muavza has been the matter of investment and expense alternation. All the four wheeler, particularly, luxurious wheeler purchasing 'event' is considerable here while real-estate investment and the business of property dealing is popular investment phenomena in the sectors of Gautam Budha Nagar Region. It means for rural residents (farmers, businessmen and other civic society) a car/four-wheeler is the greatest matter or item of satisfaction after 'the land' (either acquired personally or the Govt.). The upsurge in the purchasing of the four wheeler during 1995-2012 was also the aftermath of the government's five years plan with the major focus on the rural infrastructure development. These plans improved the road, parking space, connectivity of the villages. Some political issues also played a positive role in this matter. Although the purchase of the vehicles was based on the economical strata of the people of this region, but Maruti, Tata (Sumo, Indica, Safari), Scorpio, Bolero were the major brands for the inclination and trust. So. the factors studied here, will help the marketers to make well planned strategies to understand the social or personal psychology, to consider new lifestyle factors to sell their products in the rural market.

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