



# Agri Business Marketing

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# Changing Paradigm of Rural Retail: A Study of Kangra District of Himachal Pradesh

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## ABSTRACT

*The core of India lies in its villages. Since independence, Indian villages have been gone through various phases of development. It has become essential to investigate the changing paradigm. In this research paper researchers have tried to investigate the changing paradigm of the rural retail sector in the Kangra district of Himachal Pradesh and have attempted to explore changes which are occurring in the rural retail sector in the hilly geographical area of Kangra district of Himachal Pradesh. Two different perspectives of rural retail were studied. Retailer perspective and customer perspective were studied to get the clear picture of changing paradigm of rural retail. There is already a lot of literature available on rural marketing but there is less literature available on rural retail in hilly areas, which makes it even more essential to investigate the behavioral changes occurring in rural retail in the Himalayan region. This paper explored the rural retail sector of Kangra district.*

*Keyword: Rural, Rural retailing, Paradigm shift, 4A's of the rural marketing mix.*

## Introduction

Soul of India lies in its villages. It is impossible to imagine India without its villages. Almost 69% of India's population resides in the rural areas (Govt. of India Census 2011). Since 1947 Indian villages have gone through various developmental phases. They are progressing in terms of income, literacy, lifestyle, agricultural produce and so on. Rural retailing is also going through a paradigm shift. A change behavioral change in socio-economic factors, penetration of organized retail in rural retail, all is going through a transition phase.

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