

*IIMK/WPS/81/MKTG/2011/02*

**Sub culture influence on antecedents of expectations and perceived quality: a study of rural and urban consumers**

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The study examines the variation in perception of quality between the rural and urban consumers. It then applies a framework developed in the context of service to products. The framework relates the antecedents of expectation to perceived quality and the study examines it in the context of products. It is expected that subcultures of rural and urban are an additional variable that influence perceived quality over and above the variables identified in literature under antecedents of expectation. The above influences were studied among 188 buyers of solar lantern in rural and urban locations across ten districts and four states.

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