

RURAL MARKETING IN INDIA

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ABSTRACT

Making marketing decisions in a fast changing world is both an art and a science. The fulfilment of customer needs and wants provides the life for the organization .The consumer needs is always changes the consumer behaviour can't expect by any one. In recent years rural markets have acquired significance, as overall growth of economy has resulted into substantial increases in the purchasing power of the rural communities In India there are more villages compared to cities and towns and the main occupation for rural area people is agriculture directly or indirectly all the people of rural areas based on agriculture the consumer of rural areas totally different than compared to the urban areas. The business organization can think about their business expansion from urban to rural areas. In this way the rural market offers opportunities in the form of large untapped market increases in disposable income , increases in literacy level and large scope for penetration. To take the advantage of these opportunism , a special marketing strategy "RURAL MARKETING" has emerged .

Keywords: Rural Market , FMCG , Rural Consumers, Challenges .

I INTRODUCTION

Rural marketing requires separate skills and techniques from its urban counterpart 70% of Indian population lives in rural areas . In rural marketing have acquired importance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of rural communities .

In marketing may be described as the process of defining ,anticipating and knowing customer needs and managing all the resources of organizing to satisfy them .The satisfaction of customer needs and wants provides the existence for the organisation . the consumers behaviour comprises the acts , process and social relationships shown by individual , groups and organizations with product and services . An understanding and knowledge of the motives underlying consumer behaviour helps a firms in seeking better and more effective ways to satisfy its customers . It helps to select appropriate sales and advertising strategies, and to plan marketing program in more efficient manner.

The rural market of India started showing its potential from the 1960's and 70's and 80's showed its development steady. During 90's there was a steady growth of purchasing power of rural India and there are clear indications that the 21st century is going to see its full blossoming .

In our country, where research on consumer behaviour has been nominal ,not much systematic information is available about the rural consumers . Only a few enlightened companies known for their marketing orientation ,via , Hindustan lever , Phillips ,India , Asian paints , signer and Larsen and turbo have make concrete efforts .

In this direction but by and large , we have still to understand the rural buyer his habits , attitudes and behaviour particularly from the marketing point of view .

II DEFINITION

Rural marketing is a practise of assessing, persuading and converting the needs ,wants , purchasing power of the customers into effective demand for product and services out for sale which would help in sufficing the requirements of people in rural areas and thus increase the satisfaction levels as well as standard of living .

III MEANING

Rural marketing is a process of developing , pricing , promoting and distributing rural specific goods and services leading to desired exchange with rural customer to satisfy their needs and wants and also to achieve organisational objective .

IV OBJECTIVE

- Rural marketing concern with planning and implementing marketing program simply 4piece for rural markets to achieve a marketing goals .
- To identify the majoropportunities available in the rural marketing .
- To study the present scenario in rural market in India .

NATURE:

Rural market is a process of developing pricing promoting and distributing rural specific goals and services leading to desired exchange with rural customers to satisfy their needs and wants and also to achieve organization goals .

V CHALLENGES

1 .Lack of communication facilities:

In most villages the country are in accessible during the monsoons. A large number of villages in the country have no access to telephones. Other communication infrastructure is also highly underdeveloped.

2 .Deprived people and deprived market.

The number of people below the poverty line has not decreased in any appreciable manner. Thus,poor people and consequently under developed markets characterized rural market.

3 .Many languages and dialects:

In this languages and dialects vary from state to state ,region to region and probably from district to district.

4 .Warehousing problems:

A storage function is necessary because there is a time gap between production and consumption of commodities. Agriculture commodities are produced seasonally but they are demanded over the year so there is need to store them.but in rural areas there is lack of public as well as private warehousing problems.

5 .Low level of literacy:

The literacy rate is low in rural areas as compared to urban areas. marketers face communication problems due to the lack of literacy rate .

6 .Transportation problems:

Transportation is essential for movement of products from urban population centres to remote villages .in rural Indiatransportation facilities are quite poor.

VI OPPURTUNITIES

- ❖ The rural market for FMCG products expanded by about 30% between 1992-93 and 1998-99 and accounted for about 53% of this product category's total consumption in India.
- ❖ Market indicators such as size and growth rate for many products and product categories are too attractive for any company to ignore.
- ❖ Few business houses like HINDUSTAN LEVER,LIPTON,ITC,TATA,COCO-COLA,LG Etc. are the capitalising marketing opportunities in rural sector.
- ❖ Rural consumers are normally do not make a brand discrimination but once induced to buy and use a product he becomes loyal to the brand provided he is satisfied about its functional utility such a loyal user may even make effort to get the whole villages.

VII CONCLUSION

This conclusion says that by looking at the challenges and opportunities which Rural Market offers to the marketers it can be said that the future is very promising for those who can understand the dynamics of Rural Market and exploit them to their best advantage .The Rural Marketing is very large in compare to the urban market as well as it is more challenging market .The rural market of India started showing its potential from the 1960's and 70's and 80's showed its development steady. During 90's there was a steady growth of purchasing power of rural India and there are clear indications that the 21st century is going to see its full blossoming . The consumer want those products which they are good ,easy to use and cheaper .The income level of Rural consumer is very low .As the income level of urban consumer is high .That's why they want low price goods .

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