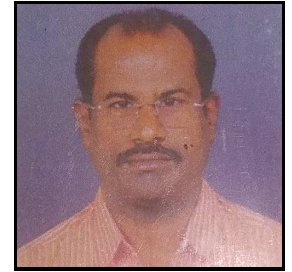




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## A STUDY ON RURAL MARKETING IN INDIA

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### ABSTRACT

India is a country of villages and farmers most of its population lives in villages and rural areas. As the rural population is economically backward, it becomes imperative that the educated, qualified professional assist the villages in the process of development so that the whole nation could achieve progress and prosperity. Recognizing the importance of rural development, Government of India started several initiatives like operation flood, green revolution etc. At the outset, the researcher would like to clarify that in this context, our aim is empowerment of SHGs in the rural marketing process. It implies that SHG members need not be producers. Among the many reasons identified for the failure of small enterprises, lack of market perception stands out prominently. Successful marketing means sustainability that there will be great demand for FMCG products, pharma, mobile phones in the rural markets. At the outset, the researcher would like to clarify that in this context, our aim is empowerment of SHGs in the rural marketing process. It implies that SHG members need not be producers. Among the many reasons identified for the failure of small enterprises, lack of market perception stands out prominently. Successful marketing means sustainability that there will be great demand for FMCG products, Pharma, Mobile phones in the rural markets.

### KEYWORDS

Economic, Rural marketing, SHG, Marketing Process and Small enterprises.

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### INTRODUCTION<sup>1-8</sup>

The Rural population is nearly three times the urban, so the Rural consumers have become the prime target for consumer durable and non-durable products, food, construction, electicals, electronics, automobiles, banks, insurance companies and other sectors besides hundred per cent of Agriculture-input products such as seeds, fertilizers, pesticides and farm machinery. The rural markets in India are not a separate entity in itself and it is highly influenced by

the sociological and behavioral factors operating in the country.

### **LEADING PATH OF RURAL MARKETING**

The success of a brand in the Indian rural market is highly unpredictable. But the following brands have placed their footprint in the rural markets by their innovative marketing strategies are as Initiated in 2000, ITC's e-Choupal project is an oft-cited example on this front, with a network of 6,500 e-Choupal centers spread across 40,000 locations. E-Choupal today is the world's largest rural digital infrastructure covering 40,000 villages and benefiting 4 million farmers. The e-Choupal network provides customized extension services that ensures that farmers get higher productivity and that they are able to meet climatic. The marketing linkages, provided through e-Choupal are to get the best prices and not be at the mercy of the exploitative intermediaries. This has resulted in increasing the incomes of the farmers.

Western union has partnership with agents such as India Post and State bank of India, which helps them penetrate deeper into rural India. Besides, their principle gents have also appointed a host of microfinance and rural service companies to expand its reach to their rural consumers. Some examples include, spandhanaspoorthy – an Andhra Pradesh based Microfinance Company Targeting rural and semi-urban consumers across the state. In Kerala, Western Union has tied up with KSFE and in Karnataka they have one e-seva. This has Lead to 60 of their revenue being generated from rural segment.

### **INNOVATIVE OF RURAL MAREKETING**

The above examples show how big corporates have moved beyond the archetypal rural marketing tools and beginning to think of the next best way to tap 720 million customers spread across the country's hinterland .The following serve as suggestion point for the brands to tap the rural market potential.

#### **Relating To Product**

Small unit size and low priced : A lot is already emphasized on adapting the product and price in terms of packaging, flavoring etc and in sachets, priced to suit the economic status of the rural India

in size like 5 packs and re 1 that are perceived to be value of for money. New product pro designs -sturdy products; there is a need to vary the product design to suit the rural consumer needs. The initiative of Philips Exide batteries are note worthy is in this regard .Avoid sophisticated packing: Consumers in rural markets buy a brand for their core benefit and not for their attractive packages. Refill packs and reusable packaging can do the selling than a glossy cover which needs to thrown away.

#### **Relating to Price**

Low Priced products from the characteristics of rural market, it is clear that the rural consumer will not be able to afford premium products. What is required is value for money and that's what exactly the companies need to hit upon. Applications of value engineering; Milk soya protein, for example is something a rural consumer can relate to health immediately. The products should provide high value to him.

#### **Relating To Place**

Segmentation the marketers can target a specific segment, for example coverage of villages with 2,000 and above populations. Distribution through Mandi/ shanties Melas can help. Also, direct contact with rural retail will improve the distribution in the otherwise poorly connected areas.

#### **Relating to Promotions**

The companies can use both traditional and innovative needs to reach the rural customers.

The list goes on like this

1. Television
2. Radio
3. Melas, Fairs
4. Print media
5. Cinema
6. Hoarding
7. Rural van
8. Women's initiative- targeting women customers as they are mostly neglected in rural areas
9. Festival branding - eg, build kiosks or spread their brand pandals or umbrellas
10. Region specific names for the schemes offered by companies.
11. Winning the opinion leader.

## **CONCLUSION**

Despite lower incidence of premium product purchase, the rural consumers across all income segments exhibit marked propensity to spend on premium high equality products, which are backed by strong brand values, where they corresponds to their own aspirations and quality needs. The problem really lies in market not being able to offer a premium product in the specific context of rural demand. The India rural market is complex of mindsets, cultures and life style.

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## **CONFLICT OF INTEREST**

We declare that we have no conflict of interest.

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