

## OPPORTUNITIES AND CHALLENGES OF RURAL MARKETING

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### ABSTRACT

*In India, there are huge opportunities for a marketer to approach his product. There is lots of competition between rural area consumer and urban area consumer for a marketer stiff competition is between rural area and consumer and urban area consumer. A Rural consumer has different kind of behaviour and customs from urban consumer. A marketer is facing tough competition to attracts and approach to Rural customer. A researcher, who wants to study on rural consumer for analysis, has to focus on how rural consumer behaves about product. A Rural area has or has not potential about sell product. If we talk about urban area behaviour is slightly different from rural customer. In this time marketer is interested in consumer behaviour and competition. For a marketer marketing option are applicable for the decision variable, which include products opinion channel opinions marketer has to concern about other kind of factors like opinion a media, communication and pricing options we need right methodology for approaching Rural consumer. A large number of cases let study about consumer behaviour to brand immolation and understanding about demographic biographies of consumer and their response about product. The other major objective is to details analysis on this market. Rural area consumer has different family values and economic condition and surroundings of the urban market. For a researcher the other objective to develop applicable styles to probe Rural market. Many organisations do lots of research about rural consumer behaviour. Many literatures available on rural development for identify and approaching different kinds of situation. The opening in the Rural markets is identifying by comparing consumption situation in both Rural and urban area. Their volumes and growth show the correct view about market. The Rural market environment is veritably different from economic conditions, value and environment. There is literature available on rural development for decision making. For a marketer, this is a big responsibility to find correct market for product. Much research has to done to find correct market and understand behaviour of rural consumer.*

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**Keywords:** *Marketer, Approach, Consumer, Competitor, Marketing, System, Interaction, Opportunities.*

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### Introduction

When we talk about "Titan", this company setup rural customer by formulating a right kind of market strategy for their "Sonata" brand of quartz watches. They study about consumer behaviour in rural area about quartz watches and also study pricing ability or affordability about quartz watches. In India, lots of catfishes like cigarettes, biscuits or detergents, are developing specific brand markets strategy for approaching rural area. The commerce between consumer and their unique situation, give information for use in marketing opinions. Marketing survey and other kind of methodology give information about uniqueness of rural markets. If we categorised competition, first will be (i) general (ii) competition with the unorganised sector methodology for approaching rural consumer. A large number of cases lets study about consumer behaviour to brand immolation. Understanding about demographic

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biographies of consumer and their response about product. The other major objective is to detail analysis on their market. Rural area consumer has different family values and economic condition and surroundings of the urban market. For a researcher the other objective to develop applicable styles to probe Rural market. Many organisations do lots of researcher about rural consumer behaviour many literatures available on rural development for identify and approaching different kinds of situation. The opening in the Rural market is identifying by comparing consumption situation in both Rural and urban area. Their volumes and growth show the correct view, about market. The Rural markets environment is veritably different from economic conditions, values and environment. There are literatures available on rural development for decision making for a marketer. This is big consumer behaviour about their products and introduced now kind of brand image in rural area.

### **The Rural Market**

India is a developing country. In India Rural areas are characterised by low per capital income, low knowledge, and low position of industrialisation. In Rural areas limited source of surveillance. In India Rural area limited consumer capacity for consumption of goods and services compared to any developed country. These characteristics have inhibited the enthusiasm of selling people to perform in rural areas. Recently, there is a drastic change due to rapid fire progress achieved in agrarian development and other sector like sericulture, horticulture, pisci culture, and husbandry is the main occupation in rural areas. The eventuality for marketing of goods and services depends on husbandry. The market for agriculture inputs like fungicides, germicides, tractors, mongrel etc has been expanding over the times in rural area in India husbandry is a fast-growing market, as opposed to subsistence husbandry before, which helped perfecting the husbandry product standards. The Rural market has remained a "Dark Area" for many manufacturing units and marketing units to approach their product. If a Rural marketer focus on pricing there is a wide competition between quality and pricing. The Rural areas limited sources of money and services are limited. There is a big challenge to justify consumer needs. In Rural are consumer sometimes focus on quality and sometimes focus on pricing and sometimes focus on quantity for a marker this is a big challenge to satisfy their needs and make a good brand and sustain their product for long time for many manufacture Rural area is a "Dark Area" for launching their products and making a good brand.

### **The Rural Consumer**

In India area life is not similar like urban area people environments condition is different in rural areas from Urban Areas. In rural, some basic needs like electricity, water, roads not there in same areas their people live in mountain does not have proper drainage system or server system. In this type of condition, a marketer face lots of difficulties to indicate appropriate market examining of life helps understand the consumption of product and pattern and influence of the environment on consumer behaviour occupation and influence of environment also studied by a market to launch his or her product. The Rural consumer place of purchase and their uses pattern also included to understand about consumer behaviour in rural area. Influence on Rural consumer behaviour also includes cultural practice, perceptions and practices. Markets design the product and dispatch by strategic marketing decision making. The changing consumption patterns show the evolving life of rural customer. The changing behaviour of rural consumer is also examined. The increase in purchase and use of product also notified when a marketer examining opportunities. The marketing programme should be focused on consumer behaviour in different conditions and different environment. Understanding and covering use behaviour help for a marketer for different uses of products this is very useful for development a market. The product design, packaging and pricing influences any market. In Rural areas these characteristics take into account the sign and symbols the villagers are familiar with the increase in the purchase and consumption patterns reflects the Rural customer behaviour. Channel opinions depend on the prodder order and their demand throughout the time. Rural Customer prefers buy things from nearest locales. If we talk about groceries storage like "D-Mart"" Reliance Fresh" Rural Consumer hesitate to buy products. They prefer their nearest locales to purchase products. Traditional outlets like heats are important for advance priced non-durables. Customers of Rural area seek variety for similar products and thus one marketer effect by the heats. The changing behaviour of a member of rural markets suggests an original entry strategy to approach consumers and their requirement.

### **Opportunities of Rural Markets**

In this time the trucks of rural markets have stimulate marketers for developing new strategies as Compared to urban markets. When we talk about product a marketer has to make strategies not only product quality, pricing but also they have to Concern culture prospective for a marketer not only product

but also communication media, channel, prices are accumulated to fulfil the requirements of Rural market. As we can take examples union carbide has slick plastic firebugs for urban market and heavy brass firebugs for rural market consumer. By this example we can understand about the approach that reflects the recognition by marketers. They have to fulfil different kind of characteristics of rural consumer. Rural Consumers requirements are different from urban consumers as follows

The wants of rural consumers about vehicles are different from urban consumers because of environment factor. Many consumers buy a vehicle for meeting his transportation need may want a rugged rather than a sating vehicle. Marketer today is alert to fulfil these requirements of rural consumers.

A Rural consumer is influence by social or cultural practices. These practices play an important role for behaviour of purchasing. A marketer can't ignore the influence of community and behaviour can affect the product the advertising communication used. For influencing a rural consumer a marketer has to make right kind of marketing strategies for fulfilling customers' needs.

Rural culture influences perception and behaviour. Consumer's perception about shape, size, color influence by culture. Perception about product varies because of culture influence for a example "Philips" introduced large music systems rather than compact bones. Many shampoo making rather in bottles. Sanitary pads making company introduced economy pack of sanitary pads in Rural Areas.

The influences of culture on communication is also an important factor for justify Rural consumer needs. The significance and respect for elders impact the communication source. Sometimes marketers use symbols or names for influencing rural customer. E.g. Marketers use names and symbols from the grand Mahabharat's for creation.

The nature of occupation influences the marketers. A marketer has to make strategies to see all kind of situation or circumstances of a rural consumer. Agrarian works prefer to pay a lower purchase price. Rural institution is different from urban areas. The social and political are also play important to make marketing strategies an important rural institution that influences marketing in the daily village market. Companies introduced small packs of daily need goods. For E.g. Colgate Palmolive uses the daily village markets to promote and sale its products. Same other companies also done daily survey to identify requirements of regular consumers. In India lots of people lives in villages some time they have not opportunity to use or purchase product. They influence by local market or haat to buy product. Now many companies are approaching these "Haats" for introducing its products.

### **Problems in Rural Marketing**

Rural marketing undoubtedly a very time consuming matter and it needs a lot of the time and effort to set up the strategies with the object of the solving the problem of the Rural Marketing. The major issues generally faced in the rural marketing are as follows:

- **Undeveloped Market and less Knowledgably Consumer:** There are still number of the consumer areas where still people are not aware about the new technologies and they still prefer the old methods of the purchase. Their counterpart in the country or other parts of the country prefers the advanced methods of the technology to purchase the goods. This makes a hurdle to establish the rural marketing strategies in the Rural Areas of the country.
- **Lack of Transportation Facilities:** Most of the part of rural areas of the country is not approachable. The infrastructure of the country for roads is not sufficient to cover up the distance and it is difficult to communicate with these areas. For example most of the villages of the eastern area are not good enough to cover up especially in the rainy season and they become unapproachable. Hence it becomes useless to put efforts in these areas to provide them facility of the development of the marketing strategies. For the effective implementation it is very important that we establish proper road transportation facility.
- **Medium for Rural Communication:** in the earlier days there was only one way of the communication with rural people which is Radio Sets. Most of communication by the government and other with the rural people was through the Radio sets only. People in the villages still having radio sets with them and still uses them to know about the rest of the world. Even the rich crowd in the rural areas still prefers to listen radio as they feel it as the best way of the communication. With the introduction of the advance technology they still prefer the radio sets which makes difficult to communicate with them. That makes it difficult to implement the rural Marketing strategies in the rural Market.

- **Varied Languages and Sub Languages:** There are varied nature of languages and sub languages prevailing in India which makes it difficult to communicate with the all people of the country. The reason being they all do not understand one common language such as Hindi or English. This makes problem for the strategies to set up a single way of communication with all of them and this is not possible to make different strategies for every rural area of the country. The marketing strategy will be effective if it is communicated in the original form of language which they understand.
- **Problem of Transportation, Logistic and Warehouse:** Since India is so largely distributed areas of the rural villages and geographical distances are very large, it makes difficult to set up the transportation facility in all the areas that too interconnected. Another problem which comes into picture is that warehouses which are setup are in the urban areas which makes it little impossible to transfer the material from such warehouses to rural areas. There are very limited means of the transportation such camel cart or bullock cart which is difficult to use for transportation of large quantity of Material.
- **Size of the Market:** Most of the rural consumers like different market places according to their requirement and these markets do not situated at one place. They may be located at different places. This makes the distribution system difficult for all the products. Almost 90 percent of the consumer visit to the nearest rural market or the nearest city for the purpose of their need. For example this could be a mandi nearest to the locality of living of the consumer. Various municipality mandi set up by the municipal boards allows the different variety of the product to access. This is the reason that it is difficult to make a setup of Rural marketing.

### Conclusion

To successfully implement the marketing strategies in the rural area required an understanding of the rural market in deep. This is to be done not only in terms of the people who are living there but also the size of the population, their occupation, their income pattern, their consumption pattern, how the local vendors make arrangement for the sale of their product, Process of the industrialisation in those market, buying behaviour of the rural area people, house hold needs, and last but not the least their beliefs. There are variety of problem of the rural market which arises from the differences and reasons of the above matters. There are few categories of the seller or producers who are dependent upon the rural markets for selling of their products and they don't have access to the large markets of the urban area. Their opinion is that the rural market has greatest opportunities to evolve as there are a very limited producers or sellers and the competition is quite low as compare to established market. This may be further encompassed to extent the market to a great variety of the expansion and to establish the marketing strategies. It will be however worthwhile for the sellers to make a study and learn from the experience of the past of such retailers and input marketing enterprises. This will going to be helpful and will be very important for the establishment of the marketing strategies in the rural market. Thereby they can expand the whole strategies of rural marketing. The distribution arrangement shall be extended to the extreme interiors of the rural market. There is another factor which makes an obstacle in developing the rural marketing strategies is those local or rural consumers prefer to purchase the goods only from the local vendors from the market near to them, or local mandies situated near to their village. This behaviour is perhaps due to the reason that people of that area knows about that area better than any other area and hence they have easy access to the market. They have choice to prefer the multiple shops to access the market. The overall conclusion of the study is that a number of the large rural market exists in the country with lot of rural members but there exist a lot of difficulties. The penetration of the market will definitely produce a great level of space which can be covered up by the use of popular Rural Marketing Strategies.

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