

## A STUDY ON RURAL MARKETING IN INDIA

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**Abstract:** To persuade individuals in rural areas to buy particular goods and services, marketing professionals employ force. The term for this is "rural marketing." Marketers have noted that the country market is expanding. This is because 740 million people, or 70% of India's population, live in rural areas, and the country's economic progress has made it more easier for rural residents to purchase goods. As the urban market has expanded, the country market has grown in importance. The rural market has a high possibility of success due to its large population, untapped potential, commercial opportunities, and market penetration area. In addition, country markets have distinct challenges. Significant opportunities for expansion exist in underexplored areas. People in rural areas now have more purchasing power because their economic position has improved significantly.

**Keywords:** *Rural Branding, Agricultural Marketing, Village Outreach.*

### 1. INTRODUCTION

"Rural marketing" refers to marketing efforts that are specifically targeted and carried out in rural areas. A large proportion of the population lives in rural areas around the country. According to the 2001 census figures, rural India has a population of around 740 million people. Simply said, this represents 70% of the total population. Furthermore, rural populations are growing at a faster rate than metropolitan areas. As a result, rural communities are more likely to succeed. Marketers are currently focusing their efforts on the interests and needs of individuals living in rural areas, developing tactics to influence their purchase decisions, so helping the entire rural community.

Marketing in rural areas is divided into two types: inbound and outbound. "Outbound" transportation is the transfer of goods from rural to metropolitan locations. Inbound items are those that are transported to rural areas for manufacturing or purchasing purposes. Items in this category include clothing, laundry detergents, cleaning agents, and cosmetics. In contrast, the distribution of these things will differ between rural areas and metropolitan centers. Rural areas move agricultural commodities like cotton, sugar, rice, and wheat to urban markets for sale.

#### OBJECTIVES OF THE STUDY:

- To determine the present status of the Indian country market.
- To develop effective marketing strategies for remote places, it's important to recognize the

challenges and constraints of promoting products or services in these areas.

## 2.REVIEW OF LITERATURE

**Harsh Kumar(2023)** It is claimed that rural India is an ideal environment for business growth and success.To capitalize on these opportunities, marketers must build effective methods tailored to the interests and needs of the rural population.

**V V Devi Prasad Kotni (2012)** with an emphasis on the potential and difficulties of India's local marketplaces. Furthermore, the author believes that the government should be tasked with resolving local market difficulties. Consumer interests must be protected by adhering to laws, rules, and regulations, provided that the appropriate infrastructure is built.

**Aditi Naidu(2017)** Rural marketers' efforts to grow their presence in remote places are influenced by four key factors: awareness, pricing, accessibility, and acceptability. Furthermore, the author emphasizes the need of enterprises ensuring that their goods are feature-rich, user-friendly, competitively priced, flexible to the unique needs of individual clients, and capable of being provided to customers located in remote places.

**Dr. Ashfaq Ahmed(2013)** As I read his post on the challenges and solutions to the distribution of products and services in rural areas, I came across the following.Furthermore, he has observed that people living in rural areas are often quite frugal with their money.He stated that, aside from the money component, there are other concerns to consider. A major worry is the migration of capital. This is only possible because the locals earn twice a year.During difficult economic times, it is critical for businesses to provide financial products, services, or solutions that aid cash-strapped rural residents.

**Manpreet Kaur(2013)** Hindustan Unilever Limited, as reported, was the first Indian corporation to begin advertising in rural areas.Throughout his inquiry, he examined the several ways in which the corporation catered to the requirements and preferences of its local customers. He also stated that the adoption of digital maps, more improved roadways, and remote-operable televisions will have a significant impact on HUL's marketing strategy in rural regions.

**Anil Kumar S. Hagargi(2011)** Furthermore, businesses seeking to operate in rural areas face a number of challenges.He believes that corporations can increase their market share and profits by developing innovative ways to sell and distribute their products. Some of the most difficult challenges that firms confront are determining how to reach rural clients with marketing materials, recognizing their needs, and establishing a reliable delivery network.

**Dr.S.NadarajanandM.JosephinRangith(2018)** Different opportunities, risks, strengths, and weaknesses in rural marketing might assist trade groups develop innovative strategies to sell their products. SWOT analysis can assist you in conducting a comparison analysis.

**P.SandhyaRani(2016)** there are opportunities to sell in rural areas.According to the author, the industry has numerous challenges, including the need to understand the nuances of soft herura markets and devise solutions to ensure the provision and enjoyment of customers in rural areas. The author also claims that the country's market does not change steadily.

**BhavikaPanditaHakhroo(2020)** According to Hakhroo (2020) and Bhavika Pantita, the countryside market is changing and developing. If companies want to be successful in this industry, they must innovate.In order for product development and marketing to be effective, businesses must establish strong relationships with country customers.

### Challenges of Rural Marketing

The following are the major challenges which are common in rural marketing

- **Poor Communication:** Many towns and villages in our region lack the necessary resources for

information sharing. This is especially true when there is significant rain. Many local governments lack access to adequate communication technologies.

- **Low literacy:** When comparing rural and urban areas, it is clear that the former has lower literacy rates. As a result, information dissemination is becoming increasingly problematic. Physical resources are becoming less useful and significant. As a marketer, you have an obligation to explain to customers the unique characteristics that distinguish your items.
  - **Low per capita income:** Rural regions have a lower average per capita income than metropolitan areas. Diverse income distributions can be traced to the various methods by which different persons acquired land.
  - **Transport:** Transportation is an essential part of any enterprise. The majority of settlements have limited access to main thoroughfares. During the monsoon season, several residential areas had prolonged power outages. Marketing products in rural areas is more difficult due to the aforementioned traffic congestion difficulties.
  - **Seasonal demand:** Businesses attempting to prioritize the home market have challenges due to seasonal swings in demand and events occurring outside of normal business hours. The same is true for demand, which is influenced by the wealth of rural populations. The unpredictability in demand arises from its essential reliance on agriculture, which is impacted by the monsoon.
  - **Standards of living:** The country's citizens have an inadequate standard of living. This is due to a number of issues, including limited financial resources, low income, and a lack of literacy abilities. Because of their lower standard of life, people find it more difficult to afford and use cutting-edge technology.
  - **Multiple languages:** Selling in rural locations is more difficult due to the existence of a bilingual community. Multilingual rural inhabitants may be challenging to accommodate for businesses that market their products and services through direct sales and public relations.
  - **Scattered market:** Developing a large and geographically varied market through sales and advertising can provide various challenges. India's rural districts are made up of over 600,000 municipalities of various sizes. The majority of the population, however, lives in around 3,200 towns. Selecting a market is a difficult task. When offering services to them, demonstrate exceptional proficiency.
  - **Lethargic lifestyle:** Because they are committed to upholding their traditional way of life, rural residents are hesitant to embrace new trends and oddities. Marketing specialists face the difficult task of persuading rural consumers to buy and use freshly developed products with expanded features.
- Strategies of Rural Marketing Product Strategies**
- In rural marketing firstly marketer must study the rural customer and understand their needs and demands, then they have to come up with customized products and services. The products sold in urban areas will not be accepted by rural customer.

#### **Pricing strategies:**

People who live in rural areas are more likely to value pricing aspects over brand names. Prices for items offered in rural markets must take into account consumers' job and income levels. Marketers may adopt the following strategies:

- **Differential Strategy of Pricing:** To attract rural consumers to buy the things you intend to sell, put the pricing slightly lower than those found in urban regions.
- **Create Value:** For the vast majority of rural dwellers, life is the most important attribute. They are willing to spend more for quality items and services.
- **Special Events:** Rural communities value and celebrate a wide range of festivals and events. Marketers can take advantage of this opportunity by offering discounts and other bargains on their products and services to rural inhabitants with the goal of increasing sales.

- **Packing:** Country dwellers have a poor condition of living. They do not emphasize the costs involved with flashy labeling and packaging. As a result, marketers can save money on packaging.
- **Retailers:** Retailers are the principal distributors of goods in rural areas. Marketing must design tactics to deliver a variety of incentives, such as deals, monetary discounts, and discounts based on numerical values. Every effort must be taken to retain clients.

### **Distribution Strategies**

Sustained demand is critical to the success of any firm. Businesses ensure they have a consistent supply of goods by placing regular orders. Implementing the following procedures can help maintain and increase demand.

- **System of Public Distribution:** The government runs fair-price firms in communities, which sell essential items for a minimal cost on a regular basis.
- **Retailers:** Rural residents purchase goods and services from stores located in rural locations. This is why supply chain management is so important: it ensures that products and services continue to be supplied.
- **Company Depots:** Marketers may elect to open storefronts and warehouses in rural areas so that they can constantly deliver items to local customers.
- **Local Markets:** Pay attention to sites where rural residents congregate to buy goods and services, such as fairs, Sunday markets, feeding markets, and other such gatherings. This allows us to provide goods.

### **Promotion Strategies**

The concept of "promotion" is an integral part of the marketing process. Currently, efforts are being made to ensure that the intended audience gets access to the goods. Most rural people are illiterate. As a result, marketers must ensure that their varied range of promotional efforts provide easy access to product information for people living in remote areas. Here are some advertising ideas for various regions:

- **Massmedia:** Residents of rural places have fewer leisure opportunities. Their knowledge is limited to news, television, radio, movies, and similar media channels. Marketers can use these websites to communicate information about their products and services.
- **Personalized Media:** A sales person will be hired to conduct direct sales, assure transaction success, and respond to any product or business-related inquiries.
- **Local Media:** The local media includes a folk show, animal shows, festivals, and an audiovisual truck. These platforms can help businesses promote their products and services.
- **Actors and Models for Promotion:** The country's population has a deep affinity for television superstars and role models. They act as models of moral excellence for people living in rural areas. Marketers can use the popularity of TV personalities and models to promote their products and services.
- **Paintings advertisement:** Customers from rural areas will be drawn to an aesthetically pleasing and skillfully crafted image. Artistic advertisements are especially well-suited for people living in rural areas.

## **3.CONCLUSION**

There are numerous prospects for success and changing how rural marketing is viewed as an economic issue. Businesses have recently discovered the tremendous benefits of marketing in rural areas. Experienced marketers have several challenges when it comes to marketing in different regions. Marketers can improve their ability to cater to rural consumers and achieve organizational goals by developing effective methods and gaining a thorough understanding of rural markets. To

meet their consumers' individual needs and interests, marketers in rural areas must establish and maintain positive relationships with them. The rural market provides several opportunities. To properly capitalize on these chances, it is critical to gain deep insights into the characteristics of the native people and conduct detailed research on them. Marketers can benefit from a range of tactics.

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