

A Study on Rural Marketing in India

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***ABSTRACT--** Rural marketing is two sided process which occupies both inflow of products into rural areas from urban areas and outflow of manufactured goods from rural to urban area. The Indian rural market has mammoth potential which unlocks many money-making avenues for companies but impend the rural markets is not as much as easy as it seems. Companies face many problems and challenges. They will have to take unsympathetic attempts to discover rural markets profitably. This paper discloses the thought of rural marketing in India, potentialities of rural markets and confronts among rural marketers. Major segment of rural markets is still untapped. The Indian rural market these days not only limited to customers and agricultural products marketing. Agricultural marketing only engage the movement of agricultural products from place of farmer to place of purchase. But, the rural marketing has gone far away from these. The present situation signifies that the future of rural markets is very hopeful and its size will definitely increase manifold in coming years.*

***Key words--**Rural marketing, rural consumers, marketing strategies, rural economy, agricultural marketing, etc.*

I. INTRODUCTION

The rural market has been rising steadily over the past few years and is now even larger than the urban market. About 70 per cent of India's population lives in villages. More than 800 million people live in villages of India. Utilization patterns in these rural areas are steadily changing to progressively more looks like the utilization patterns of urban spots. Some of India's largest buyer companies provide services for one-third of their buyers from rural area. Due to a favourable altering utilization trend as well as the prospective size of the market, rural India provides a large and smart investment occasions for private companies. The **rural marketing** refers to the events undertaken by the vendors to support the public, living in rural areas to exchange their purchasing power into an effective demand for the goods and services and making these obtainable in the rural areas, with the purpose to develop their standard of living and achieving the company's objective, as a whole.

The concept of rural marketing in India has always played an important role in the lives of rural inhabitants of India. In India, except for few metropolitan cities, almost all the districts and industrial townships are well connected with rural areas. Though rural marketing is a new concept and ideology in the field of marketing, it has left a strong feeling among the people that without giving appropriate weight to rural areas and its development, it could never be possible to make sure the overall growth of the country. Since, past few years substantial developments are taking place to rebuild the rural part of India. The rural marketing is a two-way

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process, i.e. outflow of urban to rural marketing of products transfer viz., fast moving consumer goods, fertilizers, automobiles, etc. are offered by the urban market to the rural market. Rural to urban products transfer are the agricultural supplies viz. fruits, vegetables, flowers, milk, etc.

II. GO RURAL CAMPAIGN

For an array of Indian companies provide services in diverse sectors such as automobiles, banking, consumer goods and food processing. "Go rural" is a big approach as the economic growth in rural areas is projected to be quicker than urban centers. Go rural India constructs a bridge between diverse stakeholders in rural, semi-urban, and urban areas by broadening retailing and branding opportunities and by channelizing the advantages of below-the-line media with a solid vigil on demographic transformation and traditional media links across all the cultures. At present, rural earnings constitute 56 per cent of the total earnings and are growing at the rate of 5.6 per cent. Urban earnings, on the other hand, are growing by only 5.4 per cent annually. Almost Rs.14000 crore was invested in the development of the rural sector during the Seventh Five-Year Plan. This led to increased rural disposable earnings. The comparatively low cost of living as compared to municipalities has increased the value of these earnings. This undoubtedly point out that a vast market has emerged in the rural sector, which is bigger, in size at least, than the urban sector. The central part nowadays may be impounded to nine million families, but there are another 24 million families waiting to join. While present utilization is mainly controlled to essentials in the packaged category, it won't be long before buyer durables start making inroads.

'Go rural' is the slogan of marketing sages after analyzing the socio-economic changes in villages. The rural inhabitants is roughly three times the town areas, therefore rural consumers have become the prime target market for consumer durable and non-durable products, food, construction, electrical, electronics, automobiles, banks, insurance companies and other sectors besides hundred per cent of agricultural input products such as seeds, fertilizers, pesticides and farm machinery. The Indian rural market nowadays accounts for only about Rs.8 billion of the total ad pie of Rs 120 billion, therefore claiming 6.6 per cent of the total share. Even though, a lot is spoken about the enormous potential of the uncharted rural market, advertisers and companies discover it easier to compete for a share of the previously divided urban pie.

III. SPECIAL FEATURES OF THE RURAL MARKET

Unlike urban market places, rural markets are not easy to predict and possess special characteristics. The featured inhabitants is mostly illiterate, have low earnings, lack of monthly earnings and flow of earnings irregular with the monsoon winds. Rural markets encounter the critical issues of allocation, understanding the rural consumer, communication issue and poor infrastructure. The marketer has to build up the allotment and pricing strategies. The rural consumer anticipates value for money and owing to has wavering and insufficient status of weekly earnings; growing the household earnings and improving distribution are the feasible strategies to tap the enormous potential of the market. Media contact is a strong rationale for the penetration of goods like cosmetics, mobile phones, etc. which are only used by the urban people. Growing awareness and knowledge on different products and brands speed up the demand. The rural spectators are however critical of glamorous advertisements on television, and depend on the opinion leaders who introduce the product by using it and

recommending it. Opinion leaders participate an important key role in popularizing products and influence in rural market. Nowadays, educated youth of rural influences the rural consumers. Rural consumers are influenced by the life style they watch on television sets. Their smaller amount exposure to outside world makes them innocent and fascinated to novelties. Television has influenced the buying behaviour significantly.

IV. RURAL MARKET EXPECTATION

The Indian growth story is now spreading itself to India's surroundings. Rural India, which accounts for more than 70 per cent of the country's one billion inhabitants, is not just witnessing enhance in its earnings but in utilization and production. The Union Budget for 2009-10 ramble the allocation for the National Rural Employment Guarantee Act to US\$ 8.03 billion, giving a boost to the rural economy. This is in addition to the determined Bharat Nirman Programme with an outlay of US\$ 34.84 internet's influence in rural areas is approaching the same level as in municipalities. In other categories, such as consumer durables, autos, apparel, and entertainment, it is still far behind. Approximately 70 per cent of rural users access social networks, which are their most popular online destination. But, whereas the urban users focus on the social aspect, intermingling with companions on sites such as Facebook, people in rural areas use social networks to access the internet, which is where their utilization of contented such as news and videos primarily occurs. Other fashionable activities for rural buyers are downloading media (45 per cent), probing for information (41 per cent), and chatting and e-mailing (30 per cent each). Rural users' online behaviour varies by division. Ambitious users play games, download media, and are particularly active on social networks. The online actions of next-wave users are more limited interacting on social networks and listening to music. Late adopters are mostly social networkers, while mature users seek out business and employment information, read news, and play games. Online use progresses as users become more digitally mature. For mature users, the aptitude to interact with and influence peers is paramount, but as they spend more time online, all users gravitates toward consuming more content.

Internet diffusion and usage in rural India differ by geography. Two southern states such as Kerala and Tamil Nadu, and four northern states viz. Himachal Pradesh, Haryana, Punjab, and Jammu and Kashmir have the highest penetration. Kerala at 37 per cent, Himachal Pradesh at 28 per cent, and Punjab at 27 per cent top the chart. Many eastern states, such as Bihar (9 per cent), Odisha (10 per cent), West Bengal (11 per cent), and Assam (12 per cent), are at the lower end of the spectrum. Usage patterns vary quite starkly. Customers from the north and south, utilize online video and voice calling to stay in touch with family members, many of whom live outside of India. In the south, where literacy rates are higher, online employment portals and education-related search activities are popular. In 2015, we watched that under the right circumstances, India's internet economy could triple in size to \$200 billion by 2020. A large part of that growth will come from rural markets as the number of attached buyers scrambles toward 300 million. Companies will need to build comprehensive digital strategies, which will have to take rural markets, and their distinguishing characteristics, into account. Marketers looking to target rural buyers in India should consider the subsequent actions. Not all rural consumers are the same or even identical. There are five diverse segments, each at its own level of digital implementation. Likewise, there are stark differences in the level of digital influence across various product categories.

Companies looking to tap the rural market should first appraise which touch points in their targeted customers' purchase journeys are most affected by digital and to what extent.

The economics of the internet give marketers an occasion to reevaluate the business case for reaching rural markets. In other developing markets, such as China, companies have built completely new models to serve rural customers. Websites and apps designed with urban buyers in mind may not be effective in rural markets, where device screens are smaller and connections are slower. Comfortably must healthy on feature phones and work with low-data apps and connections. There is a strong need for vernacular content as well. Even nowadays in rural markets, the internet rivals television as a source of influence. Rural consumers spend about 40 per cent of their total media time on digital media the same as urban buyers although they have different reasons for preferring digital channels, together with the capability to tap into the newest media content at low cost, receive constant updates, and gain access to vernacular and geographically diverse classified content. For all consumers, the number of hours spent on digital media increases with experience and maturity. People anticipate more media companies to produce digital destinations with dialect content that cuts across genres, which will appeal especially to rural buyers. Marketers should think beyond conventional channels when it comes to advertising for rural buyers.

Although, there has been an upward trajectory in rural online buying, the number of e-commerce buyers in rural areas is still small. Factors related to delivery and returns are large issues, but there is also an extensive awareness in the countryside that e-commerce is neither secure nor reliable. Approximately 40 per cent of rural consumers feel that their personal information is at risk, while 30 per cent believe that products sold online are of poor quality and 25 per cent find e-commerce sites and apps hard to use. Alternatively, rural consumers who have made online purchases mention multiple benefits, including discounts, ease of shopping, speed and convenience, and variety. Marketers can help triumph over the obtainable barriers with instruments and promotions that amplify awareness and use, which ultimately will lead to purchasing and faithfulness among rural online shoppers.

V. CONCLUSION

The rural market is very big in comparing to the urban market as well as it is more demanding market. The buyer wants those goods which are long lasting, good, easy to use and cheaper. The earnings level of rural buyers is not as high as the earnings level of urban buyers that's why they want low price goods. It is one of the causes that the promotion of sachet is much larger in the rural area in all segments. Indian rural market play a essential role as it presents great chances to the corporate to stretch their reach to nearly seventy per cent of residents. Expansion of rural market ensures paybacks the rural economy by providing infrastructure facilities, elevating the standard of living of the people residing in rural areas. Although the rural market has become a desired destination for every marketer, it is significant to realize that it has lot of disputes and risk. Therefore, companies should assess the obstacles as heedfully as possible. An exhaustive understanding of rural markets and systematic move is necessary to penetrate rural market. In order to develop marketing strategies and action plans, the corporate need to take into account the multifaceted factors that influence the rural buyers buying behaviour. The rural market is developed by increasing purchasing power, altering utilization pattern, enlarged

access to information and communication technology, improving infrastructure and increased government initiatives to boost the rural economy.

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