

INDIAN RURAL MARKET-ISSUES AND CHALLENGES

¹K. MOHAN RAO

²Dr. R. ELAVARASAN

ABSTRACT

Marketing assumes a significant job by fulfilling these requirements and needs through trade forms and by serving the best quality merchandise with the affirmation of serving the client in the most ideal way and cuts off at structure long haul associations. The procedure ought to be very much conveyed by building up the estimation of an item or administration through situating to clients. The Indian rural market has turned into a point of convergence for most the corporate houses and multinationals in India and at the same time it is turning into the monetary powerhouse of the nation. This suggests rural marketing is tied in with marketing of data sources (items or administrations) to the rural masses just as marketing of yields from the rural markets to other geological territories. Marketing is the procedure used to decide the enthusiasm just as need of the clients and the system to actualize in deals, interchanges and business improvement. It helps in creating the system that details deals strategies, influences business correspondence, and guarantees business advancement. It is a coordinated procedure which assembles solid client maker relationship and makes an incentive for the clients just as for the makers. It is a capacity which deals with every one of the exercises associated with assessing, affecting and changing over the buying force or eagerness to get tied up with viable interest for a specific item and administration. This makes them to focus on the rural regions to make fulfillment and inspire the way of life.

KEY WORDS: Rural Marketing, Problems, Market Mix.

INTRODUCTION

¹ Ph.D- Research Scholar, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS Deemed to be University), Chennai-600117.

² Assistant Professor, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS Deemed to be University), Chennai-600117.

Rural Marketing is advancement of organization's item or administrations to rural clients by utilizing systems most appropriate for rural markets. Rural market is value delicate yet additionally acknowledges quality item, consequently systems structured by rural clients may contrast from their urban partner. Marketing is the business action that investigates unfulfilled needs and needs, characterizes and measures their extent, figures out which target market can be ideal and ideally served, settles based on proper items, evaluating, advancement and circulation projects to serve these business sectors with the point of investigating new chances and building up a market direction. Marketing assumes a significant job by fulfilling these necessities and needs through trade forms and by serving the best quality products with the confirmation of serving the client in the most ideal way and cuts off at structure long haul associations. The procedure ought to be all around conveyed by building up the estimation of an item or administration through situating to clients. Rural populace includes 72% of absolute populace of India. As per MART consultancy (Specialist in Rural Marketing) 53% of offers of FMCG organizations originate from Rural India. Accordingly sweet tooth lies in serving and focusing on these 700 Million Rural clients. Additionally Urban markets are arriving at their immersion while Rural are developing by CAGR of 25% .Thus FMCG goliaths are investigating every possibility to tap these worthwhile markets. Different regular limited time instruments utilized by Dabur in rural markets are TV Commercials, Radios, Newspaper, POP Display, Wall Paintings, Melas, Haats, Video vans and numerous business advancements. Not just clients were portioned, Company likewise divided its items into two-one which needs selective classification centered deals and implied for urban clients and other concentrated on rural and little markets requiring a coordinated deals power.

| Year | Rural Population |
|-------------|-----------------------------|
| In 1901 | 89 per cent |
| In 1951 | 83 percent |
| In 1971 | 80 percent |
| In 1981 | 76 per cent |
| In 1991 | 74 per cent |
| In 2001 | 73 per cent |
| In 2011 | 75 Percent |

MARKETING MIX

The marketing blend comprises of all the controllable factors the organization assembles to fulfill its objective market. An all around arranged and planned market blend incorporates choices in regards to the item, the cost of the item, to define the technique to advance and position the item with expect to focus on the correct client at the ideal time and spot.

INDIAN RURAL MARKET: BRIEF OVERVIEW

There's no qualm about the way that the Indian rural market has turned into a point of convergence for most the corporate houses and multinationals in India and at the same time it is turning into the monetary powerhouse of the nation. The hinterlands which were overlooked for a long time are currently representing around 50 percent of India's total national output (GDP) and covering about 70 percent of the nation's populace, are demonstrating exceptional multiplier impact and in this manner energize strategy producers and business pioneers. In addition, rural zones of India, where 12 percent of the total populace is living, are seeing gigantic development in their discretionary cash flow and essential move in buyer conduct and at last widening the rural mentality which has been considered as value touchy. Organizations have understood this tremendous chance and are generally tuning their techniques to focus on the undiscovered territory with the mean to charm the rural masses through their items and administrations. Rural India represents around 55 percent of the assembling GDP; rural zones were host to almost 75 percent of new industrial facilities worked in the most recent decade, and rural processing plants represent 70 percent of all new assembling occupations. Rural utilization per individual has expanded by 19 percent yearly somewhere in the range of 2009 and 2012; two rate focuses higher than its urban companions. In steady terms, spending in rural India during this period, expanded by US\$ 69 billion, fundamentally higher than US\$ 55 billion by urban populaces.

| Area | Households | Population |
|-----------|------------|------------|
| Rural | 72.6 | 74.6 |
| Urban | 27.4 | 25.4 |
| All India | 100 | 100 |

Source: Survey 2018

RURAL MARKETING

Today, rural India is drawing in each corporate house in India and around the globe and has been considered as the most worthwhile market since organizations crosswise over various

divisions are charming them to help their force of business development. Rural markets are loaded with circumstances, which are in wealth and moderately undiscovered. Rural Marketing can be characterized as a marketing movement wherein items are sold in rural territories and the one overwhelming member from purchaser or merchant is from a rural region. This suggests rural marketing is tied in with marketing of sources of info (items or administrations) to the rural masses just as marketing of yields from the rural markets to other topographical territories. Marketing is the procedure used to decide the enthusiasm just as need of the clients and the technique to actualize in deals, interchanges and business advancement. It helps in producing the methodology that defines deals systems, influences business correspondence, and guarantees business improvement. It is an incorporated procedure which fabricates solid client maker relationship and makes an incentive for the clients just as for the makers. It is a capacity which deals with every one of the exercises associated with assessing, affecting and changing over the acquiring force or ability to become tied up with compelling interest for a specific item and administration. This makes them to focus on the rural zones to make fulfillment and elevate the way of life.

PROBLEMS IN THE BOOMING RURAL MARKETING

In spite of the fact that the rural market gives a major chance and it is considered as a virgin market which offers tremendous undiscovered potential, it is particularly cleared that it isn't that simple to work together in rural market which have a few issues. Consequently, rural marketing is very tedious and requirements tweaked marketing. Rural marketing requires extensive interests as far as advancing fitting procedures so as to handle the issues.

THE MAJOR PROBLEMS FACED ARE:

1. Less educated People and under developed Markets

The rates of individuals who are influenced because of destitution and ailing health have not diminished in numbers. Along these lines less taught individuals and thus immature market all things considered pictures the attributes of rural markets.

2. Less Effective Media Network for Rural Communication

During late 50's and 60's, radio was considered as the most favored mode of correspondence among different accessible wellsprings of broad communications. Another correspondence medium is TV and films. Measurements show that the extent of portable theaters and number of towns are unseemly. The figures show barely 2000

to 3500 versatile performance centers in rural regions, which is far less in contrast with the quantity of towns.

3. Many Languages and Dialects

In India, dialects and tongues fluctuate broadly from state to state, locale to area and even from region to region. The correspondence must be made in the neighborhood dialects and lingos. The quantity of perceived dialects is confined to the figure 16; the lingos are evaluated to be around 850.

4. Dispersed Market

Rural areas are dispersed and it is very difficult to ensure the availability of a brand all over the country with regular supply of the product. Seven Indian states cover 76% of the total number of rural retail outlets in India, the total number of which is placed at around 3.7 million. Advertising cost remains very high when it is directed to target the highly heterogeneous rural market and it needs expertise and knowledge to track the current trend in the market and strategize accordingly.

5. Low Per Capita Income

The Per Capita Income and the population in rural areas are not proportionate in numbers. Even though about 33-35% of gross domestic product (GDP) is generated in the rural areas it is shared by 74% of the population and remaining 65-67% of GDP is shared by 26% of the urban population. Hence the per capita incomes of urban counterparts are much higher in comparison to rural masses.

6. Low Level of Literacy

The literacy rate is low in rural regions when contrasted with urban zones. This again prompts different issues of marketing in rural zones and issue identified with the correspondence for advancement reason ascends with this factor. The adequacy of print media is less in rural territories and to a degree unimportant since its range is poor as is the degree of proficiency among the rural masses.

CONCLUSION

The rural market looks alluring and brimming with circumstances yet it has a few issues: Per capita expendable earnings is low which is practically a large portion of the urban extra cash; enormous number of day by day workers, over reliance on the storm; connecting occasional utilization with harvests, celebrations and exceptional events; poor state of the streets; Regular issue of lacking force supply; and unavailability to customary and

conventional promoting media. They offer colossal prospects for development for organizations to focus on their items and administrations in the rural markets. Organizations crosswise over fluctuated industry verticals are attempting to snatch the shrouded open door by tending to the rural potential interest. The purchasing conduct, goals, purchasing limit and requests of rural buyers are altogether different from their urban partners who have a superior and present day way of life. Organizations are turning new techniques to take into account this market adequately and effectively. Organizations apply number of techniques like repositioning of brands, customization and repackaging of items and re-valuing them, explicitly focusing on rural wallets. The rural marketing blended system rotates around conveying the correct item to the correct client, offering some incentive for cost paid, utilizing successful methods for advancement, picking the best method of transportation and appropriation channel, setting up long haul association with the client and build up a feeling of belongingness among the rural masses so as to sell their items.

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