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## Emerging Trends in Rural Marketing

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**Abstract-** Rural markets have become an essential bit of global demand arranged in the general market place. The rural agricultural things, near the rural base market or markets, as anybody may expect are creating at over different occasion's faster pace than urban markets. It is seen as essential to examine and, at the same time, understand the rural market as it winds up being basic for any marketers in the present global setting. The rural agricultural market takes after goldmine with numerous difficulties. The increased rural consumer's buying power is convincing huge companies to go for the markets based in rural areas. The rural market in India is at present observing an extraordinary growth primarily because of the imperative due to improved purchasing power, extending consciousness based on brands and the spread of proper communication networks with the rapidly changing profiles of the rural customers. Various studies have pointed out that the rural middle class isn't simply progressively prosperous and yet are getting speedier than its urban accomplice.

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## I. INTRODUCTION

Rural economy of India is emerging as a basic supplier to the economic growth. It is furthermore evaluated that it will be about 45% of GDP. Indian economy can continue despite the great number of crises that occurred in different bits of the world is a prompt eventual outcome of the help of the rural market. Rural customers, on the receiving end, will bit by bit get into a dictated condition in light of the fact that the agricultural market is considered as a goldmine with an immense measure of challenges. It is depended upon to detail all the composed systems of feeling the pulse related to the rural customers and to manage the rural agricultural market by building up a completely arranged approach. Different organizations go to rural markets, churn money, not to help or provide guidance toward the making of rural customers. The rural marketers need to think rural in context to long-term success rather than short-term profit. Another factor answerable for the contextual rural market surge is due to the improvement of national highways interfacing all the four metros through the various villages. This in turn has empowered relationship to serve the rural markets, to guarantee the receptiveness of things through a sound distribution network, beating the overpowering attitudes of rural clients and making brand awareness (Kashyap, 2016).

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## II. DISCUSSION

### a) *The current scenario in context to rural marketing*

As stated by Kumar (2016), as we in all probability must be careful, the Indian economy contained both the urban segment likewise as the rural agricultural zone. Regardless of it, the idea as related with the working of rural marketing is set context to the Indian economy that has ceaselessly acknowledged an amazing action in the lives of rural individuals. Notwithstanding it, the rural market is extraordinarily impacted by the sociological and behavioural elements functioning in the nation. The Indian rural markets, with its demand base and immense size, offer chances to urban marketing experts. About 68.84% of the customers live in rural zones in spite of the majority of the national income is made from rural districts.

37.7 Million peoples remain in urban zones, and our country in terms of various parameters, for example, literary levels, availability, income level, penetration, considering the ways to connect and access the rural markets with the urban ones. It is just standard that rural India has a pivotal situation in the marketing strategies both in the narrower and broader spectrum. Marketing in rural terms in the Indian economy can be mentioned under two general classes:

- The business sections that incorporate both the durable as well as the non-durable item,
- The business parts associated with the catering of agricultural information that combine fertilizers, pesticides, seeds, etc.

The chance of rural marketing in India has reliably seen to shape ambiguity in the individuals who consider agricultural marketing. Regardless, rural form of marketing determines the doing of strategic policies acquiring the development of item from urban parts to the rural districts (Kumar, 2016).

### b) *Analyzing trend of rural marketing*

As commented by Kale & Chobe (2016), the trend starting late has changed; the point of convergence of advertisers in India was the urban purchaser, and by a tremendous number, numerous efforts that were made with the objective that can show up at the rural markets. The surge in market demands of the rural product joined with a nonstop addition in purchasing power. It is an immediate after effect of a scientific form of cultivation that is immaculate with the changing lifestyle. It was as observed with an extended utilization of the education field, that context arising of

social adaptability, and an improved strategy for transportations was at an increase. Communication and various types of mass penetrations related with media were induced. It takes after those of the cable television, and satellite channels that have introduced rural India in context to the outside world that has subsequently, changed their perspective. By watching all of these components, rural marketing is as of now attracting an ever-expanding number of advertisers and moving towards rural India. Technological movement in terms of raising customer's demand was not seen in urban zones; even it made an extraordinary move in rural circumstances. In context to the competition saturated urban markets, it can be said that they moved new things as per the demands of the metropolitan customers. This caused the organizations to think about something new in terms of accessing the potentials of the rural markets.

In context to National Council for Applied Economic Research shows the fact that there has been an extended extension (NANDINI, 2016). This in turn had let to surge of demands in rural agricultural things. Taking everything into account, this climb in purchasing power remains unexploited, it is right now has become easier for the advertisers to get these business parts. As for example Multinational Companies (MNCs) companies like that of Hindustan Unilever, P&G, Britannia, PepsiCo, Philips, are go of capturing the Indian rural market. Rural Marketing incorporates understanding the rural customer along with their needs and design items to meet their requirements. They need to provide after-sales service that prompts buyers dependability and repeats purchase/sales.

A) Urban to Rural: the trading of goods and services by means of urban marketers in context to the rural areas. That includes the Pesticides, along with the FMCG Products, including the durables used by Customers. B) Rural to Urban: Agricultural producers tend to sell his agro products in the urban market and might not be in form of a direct sale. These are carried out through the middlemen, or by agencies, at times by the government cooperatives, and include those who sell their agricultural products. C) Rural to rural: The process of selling the agricultural tools, that includes the carts, cattle and others types from one to other village in close proximity (NANDINI, 2016).

#### c) *Strategies in context to Rural Marketing*

As stated by Agrawal (2018), the past demonstrations of seeing rural markets as inferior to the urban market were proved to be wrong as the rural markets is known for their independent existence and can act as a generator of profit for the advertisers if given priority. However, the rural markets can be used by recognizing them, as expansions of the market in urban areas.

#### *Marketing Strategy*

As commented by Arora (2018), marketers need to act consequently after understanding the psyche of the rural customers. More personal selling efforts are needed in rural agricultural marketing as compared to those of urban marketing. Firms should design goods meant only for the rural markets and stop the practice of pushing the urbanized products in the subsequent rural areas. Rural market to capture it, a brand must be instrumental in associating with the rural folks so that it can be done by utilizing the local rural folks and media platforms to easily reach them. They need to run their promotional campaigns in native languages so that the customer can relate with the associated brands comprise of myriad rituals, certain celebrations, village festivals, or "melas".

#### *Distribution Strategy*

As stated by Agrawal (2018), they could use a delivery van instrumental in serving two purposes, one being the carrying the customer's products based at any point of the market. Second one being the enabling to establish firm's direct contact with the customers, and to make easy promotion. Yearly around 8000 "melas" are considered as standard stage to distribution since people visit them to make a purchase. Rural markets fix specific days in a week called "Haats" where people like to go to purchase their durable products. This is another available to marketers. If marketing managers use the above mentioned potential low-cost distribution channel it will cover a large section in context to the rural population.

#### *Promotional Strategy*

As stated by Raj (2020), market leader's needs to be incredibly careful while picking communication mediums. No more than 16% of the rural masses have newspaper access hence, the audiovisuals structures like folks, puppet shows up must be needed to give the right message to the rural society. The cultural media platforms can be worn to design high impact pleasing advertisement campaigns for the rural customers. Radios in like manner are related to information and that of the Entertainment adds on the radio can act as an advertiser's valuable tool.

#### d) *Trends in rural marketing*

As commented by Arora (2018), the organizations should begin selling a conceptual quality with certified way of communication. Their basic aim is to change the Indian client's point of view about quality and toward the value for money.

*Outsized population:* The Indian rural market context to its immense size and demand offers a chance to advertisers with more than 400 districts and Six lakh villages approximately. Indian rural market is monstrous

on the grounds that the rural masses address essentially 70% of the total Indian populace with more than 30% of youth population. It was observed that on a yearly basis the rural purchaser is spending more than USD\$ 9billion in the FMCG sector making the Indian rural market worthwhile.

**Green revolution:** Dr. Swami Nathan, in the year 1995, gave a breakthrough by introducing green revolution by the utilization of scientific strategies in rural agricultural development. At present, Rural India makes 299 million tons yearly. The idea to develop rural agriculture by the implementation of dynamic five-year plans had helped in improvement of agricultural profitability. It helps in the development allied agro and horticultural exercises like dairy, fisheries have helped in churning some money in the favour of the rural customers. Hindustan Lever Ltd. Looking at the growth prospect has gone into the rural market for more penetration through an initiative named "Bharat" (Raj, 2020).

**Entering of Mobile smart phones in rural India:** 320 million are rural cell phone clients that are generally contained 38 percent of the rural individuals, which merges young people and senior tenants. As stated by Mishra (2019), the technological improvement affecting rural economy will be observed by using data communication efficiently. Since the cell phone can have a falling influence economic development in regards to the advances in wireless technology. It can be prevented by utilizing this technology to manage the issues of education. From a general perspective in context to the rural users the telecom service suppliers are trying to avail more and more users to get in the rural market, by catering voice services, this practice has become commoditized because of rivalry. The ever-decreasing and low Average Revenue per User or ARPU (estimated as Rs 200/month) can be adjusted utilizing adaptable services for communication, any approach to continuously address the rural life issues, for example, healthcare and that of education (Verma, 2018).

**Increased purchasing power:** The rural economy is supported by a rise in disposable income resulting to increase in the purchasing power and grown faster in contrast to the urban sector. The government initiatives has tripled over the last four years focused on schemes that favour the demographics and the Indian rural economic segment associated with growth. Unlikely of their urban counterparts, a higher amount of rural consumer are spending on the consumption of premium convenience-oriented categories (Sulaiman, 2018).

### III. CONCLUSION

It will be good to conclude that India's rural market need to stand tall than the existing position. It has got the prospect of standing high at the global

context if the Indian policymakers would have been careful in providing adequate infrastructure in regards to the rural market and remote parts. Agricultural markets that comprise of the rural fairs are further considered as in the form of a economy's part that possess untapped potential. Several numbers of difficulties are instrumental in confronting the endeavours that are made to explore the rural markets wholesomely. The concept of rural markets in India is considered to be at the devolving stage and poses a unique challenge that includes the dynamics strategies and understanding as associated with rural markets associated with the demand and supply curves. The main aim should be to satisfy the rural customers. Maybe introduction of FDI in this sector also give some boost to it. Companies along with their CEO's expressively are trying to build a strong commitment in regards to the rural market sector are indirectly paving their way to achieving their respective business goals by helping them understanding and knowing the dynamics of rural market.

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