



ORIGINAL RESEARCH PAPER

Management

RURAL MARKETING STRATEGIES, ISSUES AND CHALLENGES

KEY WORDS:

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ABSTRACT

Rural markets provide a notable scope for a concentrated advertising and marketing attempt because of the current increase in the rural earning. Such incomes will growth quicker because of better manufacturing and better fees for agricultural commodities. Rural advertising is a developing idea, and the entrepreneurs have found out the opportunity of growth in the market lately. Any macro degree strategy for those markets ought to attention on availability, accessibility and affordability. Focused interest wishes to be paid to marketplace research, key selection regions, issues and rural marketing environment, to reduce the uncertainly in coping with those markets. This paper discusses the rural advertising and its strategies and additionally focuses on issues and challenges, issues, key choice regions and rural advertising environment.

INTRODUCTION

Broadly rural marketing carries the advertising of agricultural merchandise, rural industries services and products of many sorts. The exchange channels for extraordinary styles of commodities to be had in rural areas are non-public, co- operatives, processors, regulated markets and state agencies. In no feel, a social cluster or village financial system as at whole can, be developed without effective and green rural advertising and marketing. Very little interest has been paid inside the making plans era toward the improvement of rural advertising and marketing. In truth advertising is a dynamic situation and is a part and parcel of the complete economic system. Thus production and advertising are the two aspects of a coin. Rural advertising constitutes the nerve centre of rural development activities.

Rural advertising is a two way advertising manner. The content material now encompasses now not handiest advertising of products which float to rural regions, but also merchandise which go with the flow to urban areas from rural areas. In addition, it's also the advertising and marketing inside the rural regions. As the agricultural advertising and marketing is a - manner, this article attempts to focus on Issues and demanding situations associated with the agricultural advertising strategies. It covers the advertising techniques components of rural produce with special connection with services and products within the rural regions.

A few years again, the rural marketplace in India was an unknown area and plenty of corporations had been no longer inquisitive about getting into the agricultural markets in India, as the demand sample became fragile, seasonal, bad buying energy of humans, etc. Communication, transportation and infrastructure had been the main blocks for growth of rural markets and penetration of urban merchandise in rural markets. But this stuff of the beyond have been modified. Now absolutely everyone is asking at rural markets as the next increase driving force in Indian marketplace.

As a end result of the Green Revolution in agriculture and White Revolution in diary and other developmental sports carried out through the Five Year Plans, the productiveness, prosperity and disposable earning of the agricultural populace have stepped forward. Thus, the usual of residing and life-kinds of Indian rural human beings have additionally changed for better living. This scenario has generated demand for a diffusion of rapid shifting consumer merchandise, client durables and services.

In the past, rural advertising and marketing was reckoned only as advertising of agricultural produce. Because of special hobby taken with the aid of the Government, many regulated markets had been mounted in our U.S.A. Adoption of scientific and industrial farming popularized the use of inputs like chemical fertilizers, insecticides, cattle and rooster feeds, excessive yielding forms of seeds, and additionally tractors, tillers, other farm equipments and so forth. Because of a majority of these, the scope of rural advertising started widening. The penetration of tv also

gave an impetus to offer accessibility to marketers into rural India, for selling client merchandise.

REVIEW OF LITERATURE

Adi Godrej, chairman of the Godrej group that is in a number commercial enterprise from real property and personal care to agro foods, has no hesitation proclaiming. It is a delusion that rural clients are not brand and first-class aware.

A survey by the National Council for Applied Economic Research (NCAER), India's most excellent economic research entity, lately showed that upward push in rural incomes is preserving pace with urban incomes. From fifty five to fifty eight % of the common urban income in 1994-ninety five, the common rural profits has gone up to sixty three to 64% by way of 2001 – 2002 and touched nearly 66% in 2004-05.

Rural India also bills for income of \$ 1.7 billion for vehicles, scooters and motorcycles and over a thousand million dollars of durables. In total, that represents a marketplace well worth a whopping \$27 billion. It is not any surprise that even MNCs have cottoned directly to the concept of a resurgent rural India ready to happen.

Project Shakti makes use of self-help businesses across the U. S. A. To push lever merchandise deeper into the hinterland. Its four-pronged programme creates profits-producing capabilities for below privileged rural ladies; improves rural first-rate of existence by way of spreading cognizance of excellent practices in fitness and hygiene; empowers the rural network through developing get admission to relevant statistics via community portals and it also works with NGOs to spread literacy. There are presently over 15,000 Shakti entrepreneurs, maximum of them girls, in sixty one,400 villages throughout 12 states. With such an emphasis on rural advertising and marketing, consumption styles are converting and it indicators a exchange within the regulatory surroundings.

Mahindra & Mahindra Ltd. Is India's largest farm gadget organisation. Its subsidiary, Mahindra Shubhlabh Services, has operations in eleven states, and leverages the sturdy Mahindra emblem, the 7,00,000 robust Mahindra tractor customer base and the 400 plus supplier network, to offer a entire variety of products and services to improve farm productiveness and establish marketplace linkages to the commodity marketplace chain.

Mahindra KrishiVihar, has been instrumental in growing the groundnut yield in Rajasthan through a new seed sourced from the state of Maharashtra and it has also brought a new kind of grapes in Maharashtra. Rural India bills for a marketplace really worth \$27 billion.

OBJECTIVES OF THE STUDY

1. To look at the strategies of rural marketing.
2. To talk the issues and challenges of rural advertising.

3. To evaluate the important thing decision regions in rural advertising.
4. To observe the troubles of rural marketing.
5. To have a look at approximately the agricultural advertising and marketing surroundings.

METHODOLOGY OF THE STUDY

The research design adopted is descriptive. The Secondary records were collected from specific sources, Theincluding, textual content books, magazines, articles and web sites.

RURAL MARKETING STRATEGIES

The rural marketplace has modified notably inside the beyond one decade. A decade in the past, the agricultural market turned into more unstructured and became not a prioritized goal region for company. Very few groups, specially the agro-based totally ones, were concentrating in these markets. There isn't any revolutionary strategies and promotional campaigns. A distribution gadget did exist, however changed into feeble. Illiteracy and lack of era had been the opposite factors leading to the terrible reach of products and decrease level of focus among villagers. Gradually, corporate found out that there was saturation, stiff opposition and litter inside the urban marketplace, and a call for became building up in rural regions.

Companies came up with special rural products, like Chic Shampoo sachets @ Re. 1, Parle-G Tikki packs @ Rs.2, custom designed TVs by way of LG, Shanti Amla oil by using Marico. All these delivered wonderful effects for them.

Location plays a big position in advertising. Therefore, if a product is for kids, anganwadis and schools are a terrific area taps them and their mothers. Similarly, mandis and village affects act as a catalyst in pushing a emblem/product.

The following are a number of the techniques followed by using Companies for Rural Markets for their Products and Services:

1. Easy-Way conversation: The companies have realized the importance of proper communique in local language for selling their merchandise particularly in rural market. They have commenced selling the concept of high-quality with right conversation and without problems understandable manner of communications.

2. Changing Pattern of Rural Customers: Now a day's villagers are continuously looking ahead for brand spanking new branded merchandise and accurate offerings. Indian customer in rural market changed into by no means rate sensitive, however they need price for money. They are ready to pay top class for the product if the product is offering some greater software for the top class.

3. Best Promotion and Quality Perception: Companies with new technology are properly succesful to communicating its products and services to their purchaser. There is a change-off among quality a client perceives 118 and a business enterprise wants to talk. Thus, this positioning of generation is very essential. The notion of the Indian approximately the desired product is changing. Now they recognize the distinction among the goods and the utilities derived out of it.

4. Promoting Indian Sports Team: Companies are promoting Indian sports crew so that you can companion themselves with India. With this, they could influence Indian attitude like for the duration of cricket world cup. For instance Hero Honda has released a campaign "DhakDhak Go" similarly, different organizations have additionally released campaigns for the duration of world cup. Product/Services Campaign like "Be Indian" Companies at the moment are talking about Be Indian. It is a normal tendency of an Indian to try to accomplice him/her with the product. If he/she can visualize himself/herself with the product, he/she will become loyal to it.

5. Developing Specific Products: Many businesses are developing rural-precise products. Keeping into consideration the necessities, a firm develops those products. Electrolux is running on a made for India refrigerator designed to serve simple purposes: relax ingesting water, keep cooked meals fresh, and to withstand long energy cuts. In Service zone like Insurance they're that specialize in micro coverage products for rural segments.

6. Focus on Customer Requirement: All customers want price for his or her cash. They do not see any cost related to the goods. They goal for the primary functionality. However, if the sellers provide frills freed from value they are happy with that. They are glad with this kind of high technology which could satisfy their wishes. For example Nokia and Reliance have launched a easy product, which has captured the marketplace.

ISSUES AND CHALLENGES IN RURAL MARKETING

ISSUES India is creative with an awesome diploma of ethnic, cultural and nearby variety. About 3/4th Television has made a splendid effect and large target audience has been exposed to this medium. Radio reaches of the entire populace resides in the rural areas and majority of them are structured upon agriculture for his or her subsistence. Agriculture contributes about 24.7% to the Gross Domestic Product (GDP) of the u .S .. It also contributes about thirteen.1% to the entire Indian exports. This area offers employment to fifty eight.4% of the us of a's body of workers and livelihood to extra than 650 million human beings. Despite this truth, the condition of those humans has not proven any significant development. The development of the state in large part relies upon upon the development of the agricultural populace.

CHALLENGES Despite the fact that rural markets are a huge appeal to entrepreneurs, it is not smooth to enter the marketplace and take a vast proportion of the market, within the brief time due to the following reasons:

1. Low Literacy: There are not enough possibilities for schooling in rural areas. The literacy stage is as low (36%) whilst compared to all-India average of 52%.

2. Communication Problems: Facilities together with phone, fax and telegram are as an alternative bad in rural areas.

3. Traditional Life: Life in rural areas continues to be ruled via customs and traditions and people do not easily adapt new practices. For example, even rich and educated class of farmers does not put on denims or branded footwear.

4. Media for Promotions: 119 huge populace in rural regions at a pretty low cost. However, attain of formal media is low in rural families. Therefore, the market has to undertake precise income promotion activities in rural regions like collaborating in food of gala's.

5. Seasonal Demand: Demand for goods in rural markets relies upon upon agricultural scenario, as agriculture is the principle supply of earnings. Agriculture to a massive extent depends upon monsoon and, therefore, the demand or shopping for potential isn't always solid or ordinary.

6. Transportation: Many rural regions aren't linked by way of rail delivery. Kacha roads emerge as unserviceable at some stage in the monsoon and indoors villages get isolated.

7. Distribution: An effective distribution device calls for village stage shopkeeper, Mandal/Taluka-level wholesaler or favored supplier, distributor or stockiest at district stage and employer-owned depot or consignment distribution at kingdom degree. The presence of too many ranges within the distribution system increases the fee of distribution.

8. Career in Rural Market: While rural marketing offers a hard career, a rural income person have to require certain qualifications and specialized expertise.

9. Buying Decisions: Rural customers are careful in buying and decisions are sluggish and delayed. They like to provide an ordeal and handiest after pleasurable personally, they purchase the product.

10.Cultural Factors: Culture is a machine of shared values, beliefs and perceptions that affect the behavior of customers. There are one of a kind agencies primarily based on religion, caste, occupation, profits, age, training and politics and every institution exerts have an impact on on the conduct of people in villages. There is a belief among rural human beings that revel in is more crucial than formal training and that they admire salespersons who can offer practical answers to their issues. Therefore, it is appropriate that sales men and women, specifically those who've been delivered up in towns are given a via education including each principle and sensible factors of village life. The education will assist these sales men and women to align themselves with the market stores and settle down easily in their jobs.

KEY DECISION AREAS IN RURAL MARKETING

Marketing in rural India requires hard work. While rural India does represent an attractive and enormous marketplace, firms need to strive hard for securing a share of it. If rural markets need to be developed, each of the advertising factors - merchandise, rate, distribution and promotion, should be executed in a distinctive way. We shall take a look at the issues.

Rural Market Segmentation: A marketer has positive critical sources of information to be had and may consider several variables, to segment those markets. There are not any difficult and speedy policies concerning what variables to pick out. The following variables appear to be applicable to most of the agricultural areas in India and may be taken into consideration in figuring out the one-of-a-kind marketplace segments:

- Geographic location
- Population density
- Gender and age
- Occupation
- Income ranges
- Socio-cultural concerns
- Language and literacy
- Lifestyle etc

Other than the traditional methods of segmentation, we also can use few more variables as proven beneath: Land protecting pattern (length of conserving) Irrigation centers Cropping sample Educational degree Proximity to towns Occupation classes (labourer, farmer, personnel and many others.)

CONCLUSION

Rural advertising is a growing idea, and as a part of any economy has untapped capacity; marketers have found out the opportunity currently. Improvement in infrastructure and attain promise a shiny future for those intending to go rural. Any macro-stage approach for those markets ought to focus on availability, accessibility and affordability.

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