

## **A Critical Study of Difficulties and Approaches of Indian Rural Marketing**

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### **ABSTRACT**

The possibility of Rural Marketing in Indian Economy has constantly assumed a huge job in the lives of individuals. The rural market in India acquires more prominent incomes in the nation, as the rural districts involve the most extreme shoppers right now. Indian rural market delivers practically the greater part of the nation's salary. Indian Rural Marketing has consistently been hard to foresee and comprise of extraordinary uniqueness. Anyway numerous organizations were effective in entering the rural markets. They packed away the market with its legitimate understanding and inventive marketing thoughts. It is exceptionally trying for the organizations to neglect the open doors offered by the rural markets. As two – third of Indian populace exists in rural regions, the market is a lot of unexpected for the organizations to be successful in rural markets. They need to conquer scarcely any difficulties, for example, evaluating and appropriation. The present paper intends to know the status of rural market in India, the recognizable proof of various rural marketing methodologies, to feature the chances and difficulties of rural marketing in India. The principle point of this examination is to watch the possibility of Indian rural markets and discovering a few Difficulties being looked by rural markets.

**Keywords:** Market, rural market, Indian market.

### **INTRODUCTION**

Rural marketing in India is still in its outset organize. It is a territory of obscurity to Indian business visionaries, despite the fact that, with its enormous size and request base, it offers plenty of chances to advertisers. In excess of 70 percent of the nation's customers are in the rural market and the greater part of the national salary is produced here. The rural market is particularly bigger than the urban in the total and speaks to the biggest potential market in the nation. Still it faces different Difficulties as for marketing, item planning and situating, evaluating, dispersion

and advancement. Corporates today should comprehend the rural market in various setting to extend their business skyline, to grow their market and to make the most of the open doors accessible in the rural regions. The Indian rural market is greater and tremendous in size with its ale purchaser base; it offers extraordinary open doors for the advertiser. The advertisers must comprehend the developing complexities of the rural market and build up the methodologies to handle them effectively. The way to confront the difficulties is to comprehend the market, the purchaser necessity and lead. Thus, it is proposed to attempt right now evaluate the different element of Indian rural markets.

Out of the aggregate of 1210.2 million populaces in India, the size of rural populaces is 833.1 million which established around 70% of rural populaces according to enumeration overview of 2011. During 2001-2011 the rural populace improved by 90.4 million, and the quantity of towns expanded by 2,279 in the middle of 2001-2011. Most of world's rural populace takes in rural India. The interest and living example of Indian rural habitants are unique and fluctuates impressively. The social measurements additionally fluctuate. These components unquestionably establish a connection with the need and conduct of rural shoppers. With its huge size and across the board exhibit of shoppers, advertisers have been thinking that its hard to fathom and go into rural zones, and discovering challenges to comprehend the standards of going into the rural market.

## **REVIEW OF LITERATURE**

There are numerous examinations done in India regarding rural marketing, which have uncovered a significant difficulty of touchy demeanor of underestimating a potential source like rural marketing. These investigations have illuminated the rural marketing upsides and downsides, and its measurements in different habits. There are numerous investigations completed in India regarding rural marketing, whereby Narayan Krishnamurthy (2000) researched out that by utilizing the local language, it turns out to be a lot simpler to expand the entrance in rural zones. Rakesh Singh and KapilBhagat (2004-05) clarified that the corporate and rural India have gone into community oriented organization through vertical coordination. Vivek Parikh (2001) brought up that the greater part of the rural advertisers thinks little of the verbal force enchantment of words to go into the rural market, and once more (2008) he included some

another measurements essential for advertisers. PradeepKashayap and Siddhartha Raut(2006) expounded that different parts of rural marketing like the rural clients, rural marketing research, rural items, evaluating, appropriation methodologies, and the job of media and government inception contributed in elevating the rural market.

Tarun Narayan (2005), HansaYonga (2004, N. JanardhanRao (2004, and Y. Krishan Mohan Reddy (2006); focused on challenges looked by the advertisers and openings accessible to them. These investigations on related Difficulties are helpful or show the kind of challenges and conceivable logical weaknesses and recommend new line of way to deal with present and study the Difficulties in new setting. R.V. Badi and N.V.Badi (2004)are of the conclusion that Rural market advancement in India will help the way toward enacting elements of creation prompting higher pace of financial development, dispersal of monetary exercises, improvement of rural and inborn zones, work openings, improvement of expectations for everyday comforts of rural masses by strengthening and their dynamic association during the time spent development.

Awadesh Kumar Singh and SatyaprakashPandey (2005) feel Indian rural market can be known as a "dormant beast" since it holds tremendous undiscovered potential and Rural market condition has changed alongside the rural buyer who has become cognizant in regards to quality and cost.

Prof. C.K. Prahlad (2007) specifies that the future lies with those organizations who consider the to be as their clients. He further clarifies that what is required is a superior way to deal with assistance poor people, a methodology that includes banding together with them to advance and accomplish feasible win-win situations where the poor are effectively connected with and, simultaneously, the organizations giving items and administrations to them are productive.

## **NEED FOR THE STUDY**

Indian rural markets have grabbed the eye of corporates and advertisers because of the tremendous undiscovered potential. The rhythm of advancement is quickening in rural India together with increment in buying power, expanding proficiency level, social adaptability, and better-quality methods for correspondence. These variables add to change the example of rural requests. Prior, the general recognition was that the rural markets have potential for agrarian

sources of info however now there is a developing business sector for purchaser products also. Hence heaps of advertisers are eager to go into rural market. Advertisers are searching for circumstances and abusing them to their best increase. For this, advertisers need to comprehend the elements of rural market. Nonetheless, rural purchaser is not quite the same as their urban partner on an enormous number of significant qualities, so their purchasing conduct is unique and that has significant ramifications for the advertisers. There has been expanding pushed about how to improve a marketing structure for misusing market. The advertisers must comprehend the rural culture and treat it on desperation, on the off chance that they need to tap the potential in the up and coming business sector of India. Rural markets present discrete difficulties for business sectors who are intrigued to tap this goldmine, the way to which is tiled with thistles. The advertisers should know about the difficulties that lie in the manner and ought to be adequately furnished with procedures and strategies so as to battle with them. In any case, presently, the advertisers are thinking about genuine endeavors to tap the rural markets. Henceforth it is proposed to consider the difficulties and Opportunities of Indian Rural Market.

## **METHODOLOGY OF THE STUDY**

The writing survey determined that there is lacking hypothesis and comprehension of Indian Rural Marketing inside the setting of specific wonders. A general research strategy should be investigated by discovering openings and moves looked by the advertisers to go into the rural market. Optional information have been gotten from the distributed reports, web, libraries, diaries/magazines, and reports of certain administration organizations. A SWOT network accentuating the chances and difficulties of Indian rural market has been set up with the assistance of past investigations of rural marketing, reports distributed by different organizations and so on. With the assistance of exhaustive investigation of these information and their understanding and assessment, productive end and discoveries have been detailed toward the finish of the examination.

## **OBJECTIVES OF THE STUDY**

Advertisers today have understood the raising buying power, enormous interest base of the once disregarded Indian hinterland. It would be absolutely off-base to imagine that any firm can

without much of a stretch enter the market and leave with a liberal portion of it. In actuality, any business that looks for instance portion of market needs to buckle down for it, and the market bristles with a variety of challenges. Endeavors have been optimized to comprehend the demeanor of the rural client. The examination targets bringing a comprehensive comprehension of the rural markets. The objectives of this examination incorporate looking at the current market situation of Indian rural market, and giving inside and out investigation of the troubles defied by the advertisers while working in the rural condition, and distinguish rural marketing openings. The examination additionally distillates on the Difficulties looked by rural markets lastly proposing proposals to beat the Difficulties and tapping the probability of the rural markets at most extreme level.

The present investigation chiefly endeavors to inspect the accompanying issues:

- To look at the contemporary rural marketing situation,
- To find out rural marketing draws near,
- To look at the troubles confronting the advertisers, and
- To propose successful systems for marketing in rural territories

## **APPROACHES OF RURAL MARKETING IN INDIA**

The rural market may appear to be extremely alluring a direct result of its huge size and to a great extent undiscovered markets. C.K. Prahalad, the prestigious management master had discussed the tremendous market potential offered by the world's poor in his book the fortune at the base of the pyramid. As indicated by him, business achievement can be effectively joined with cultural improvement if global organizations focused on the number of inhabitants in the creating scene in a way that would satisfy the necessities of both.

Be that as it may, entering the rural market isn't so natural. There are a few Difficulties explicit to this sort of market. The 4 a's methodology is a customer situated model that clarifies the uniqueness of rural markets.

### **Availability:**

The greatest test is to guarantee accessibility of products and ventures in the business sectors. Rural markets don't have an appropriate physical dispersion framework like those in urban

markets. India's 6,38,000 towns are dissipated everywhere throughout the nation and every town would have specific conveyance Difficulties. Town regions don't have a very much evolved roadways framework.

Huge numbers of the streets are not by any means pucca, and are rendered pointless during the storms. The sloping towns become difficult to reach during avalanches and blizzards. Along these lines it is a major test to guarantee accessibility of items at distant. To counter such Difficulties, huge organizations like the global mammoth unilever's Indian backup Hindustan unsilver have constructed a solid appropriation framework to come to the remotest of the towns.

Progressively conventional types of transport like bullock trucks, auto rickshaws and even pontoons in certain pieces of Kerala are utilized in the rural dispersion framework. Coca cola has built up an exceptional dissemination framework to convey its items to the town zones. A few organizations even open up processing plants and workplaces in such regions to enter the market.

**Affordability:**

Key to fruitful rural marketing lies in selling merchandise and ventures that can be managed by residents. The greater part of the rural populace relies on horticulture for work and in that capacity their pay is unpredictable. Likewise the per capita pay of the rural regions is lower.

It is evaluated that more than 66% of Indian locals have a place with low salary gathering, and hence they are especially value delicate. A resident will buy a specific item in particular in the event that he feels that he is getting enough an incentive for it.

Rural populace ordinarily doesn't enjoy prominent spending. So as to offer to the town markets, numerous associations grew low valued alternatives explicitly fit to the rural client's pockets. Britannia's tiger bread is a low evaluated tidbit which is famous among town kids.

In the year 1998, gadgets presented its sampoorna TV extend focused at rural purchasers. Procter and bet brought out tide naturals, a relatively less expensive cleanser powder. Most brands of cleanser are accessible in sachets valued at Rs. 2-3.

**Awareness:**

It is huge to make mindfulness about the item in the brains of the clients. The broad communications for contacting rural individuals ought to be picked cautiously. It ought to be remembered that even today the media reach is lower in towns.

TV possession is low in towns and viewership is restricted to doordarshan stations in any event, for the individuals who stare at the TV. Print media will be inadequate on account of low proficiency rates.

Among electronic media, radio and film have a relatively more extensive inclusion in towns. Promotions in local dialects communicate on nearby radio broadcasts will impact purchaser thinking.

Open air promoting choices like flags, announcements, divider works of art, banners, and so on can be utilized effectively in rural regions. Notices ought to be in neighborhood dialects so individuals can without much of a stretch get them. Hindustan unsilver utilizes road entertainers like performers, artists and artists to advance its items.

**Acceptance:**

The most significant issue in rural marketing is to cause the clients to acknowledge the item. Residents are bound to oppose change and are more slow in receiving more current items. So it is indispensable to guarantee them about the advantages and worth they can get by buying a specific item. Since rural individuals would not spend their valuable cash on inefficient items, makers should offer merchandise that suit the locals' needs.

Individuals in a rural Chinese region utilized clothes washers to wash garments, yet additionally vegetables. Chinese apparatus producer Haier bunch utilized this chance and adjusted their clothes washer to empower washing ranch produce securely. The locals joyfully bought this machine, giving Haier bunch an upper hand over adversaries.

Advertisers ought to encourage the procedure of item acknowledgment—coca cola gives ease coolers to its rural wholesalers who don't have power or fridges. The clients should feel that an item merits the endeavors they are making to get it.

Rural individuals are more value delicate and trust in getting the greatest incentive out of whatever they purchase. Numerous models of Nokia cell phones are prepared to deal with SMS offices in local Indian dialects making it easy to use for non-English talking gatherings.

## **DIFFICULTIES OF INDIAN RURAL MARKETING**

At present, three out of four of nation's shoppers are in rural market and one-portion of national salary is created there. Various corporate units have been attempting to get grasp on the rural market in an assortment of ways. There is no uncertainty that rural market uncovers openings and incredible appreciation for advertisers. However, it not as simple as it appears on surface. It isn't so easy to enter and prevail right now a smooth way. This market represents an assortment of difficulties, and, accordingly, the advertiser needs to make a solid effort to handle these difficulties carefully. An organization intending to enter as well as grow rural market must consider these Difficulties genuinely.

**Some of genuine Difficulties associated with rural market include:**

### **1. Wide and Scattered Market:**

Wide and dissipated market is hard to reach in both the perspectives – advancement and conveyance. Rural India is spread in the whole area in around 6 lakhs towns of various sizes while urban populace is amassed in around 3200 urban areas. The majority of towns are amazingly little with populace under 500 individuals. Just a single percent (6300) towns have a populace of more than 5000. It is provoking errands to pick target markets and to serve them adequately.

### **2. Difficulties of Designing Products:**

Items sold effectively in urban markets, may not really be fruitful in the rural markets because of distinction in utility estimation of the items. Attitude of rural portions appears to be very shocking and extraordinary. Presence of significant heterogeneity among rural people presents difficulties for advertisers to consolidate their lopsided desires in the items.

**3. Transportation Bottleneck:**

Transportation is the operational hub for a business. A large portion of towns are not appropriately associated with fundamental streets. Consistently during rainstorm a great many towns are detached for a more drawn out time. Absence of legitimate transportation obstructs marketing exercises. Agro-based items can't be sent to marketing focuses, and modern items can't be provided to rural populace securely in time. In specific zones, even development of street or railroad is hard to build and keep up.

**4. Seasonal and Irregular Demand:**

Rural interest is described as regular and sporadic. Along these lines, organizations can't focus on rural portions as it is hard to design. Similarly, request relies upon pay of rural clients, and salary is very questionable in light of the fact that they rely upon farming, and agribusiness relies upon rainstorm.

**5. Uncertain and Unpredictable Market:**

Market reaction is hard proportional. They don't have stable and anticipated conduct. In such a circumstance, the powerful marketing systems don't bode well. Quick changes are hard to join and, consequently, there are more opportunities to endure. Overpowering reaction of rural populace to certain items encounters unexpected fall. Market arranging remains ever testing in rural fragments.

**6. Low Living Standards:**

Rural clients have low salary, low buying power, low education rate, and, along these lines, low expectation for everyday life. However, picture is currently changing and advertisers can have preferable open doors over ever. Low expectation for everyday life confines their purchasing capacity and pace of receiving items.

**7. Lethargic Life Style:**

Absence of want for another way of life is most basic issue for an advertiser. They can't be handily persuaded to attempt, utilize and receive certain items with better characteristics and inventive highlights. Product adjustment doesn't make attractive and constructive outcomes on rural people. Customs, built up convictions, superstitions, and so forth., limit their conduct.

Tragically, their supposition chiefs need logical methodology. Inventive and better items are troublesome than be presented effectively in rural territories.

**8. Language Difficulties:**

Language is a primary obliges in correspondence procedures. Variety of dialects spoken in rural zones makes marketing exercises troublesome. Dialects vary from state to state, and territory to zone in a similar state. While planning promoting, individual selling, and exposure methodologies, advertisers can't satisfy etymological desire for every rural individuals. Advancement program consistently needs adaptability.

**9. Urban Marketers v/s Rural Customers:**

The administrators in organizations can't comprehend the customer brain science of rural markets. Absence of mindfulness and comprehension about shopper conduct in rural markets make Difficulties in figuring marketing procedures. Rural and urban clients altogether vary as far as propensities, tastes, uses, inclinations, and other such perspectives. In this way, any endeavor to fulfill rural clients with urban psyche (marketing officials conceived and raised in urban atmosphere) results into vain undertaking.

**10. Backwardness:**

Rural clients are financially in reverse. More than 30 percent of the rural masses live underneath the destitution line. Neediness limits them to spend in any event, for fundamental necessities. Backwardness likewise influences their mindset to change. Their poor buying force and unbending nature are fundamental limitations for advertisers to serve them.

**11. High Inventory Costs:**

Since rural interest is restricted and dubious, a successful stock management is troublesome. Additionally, the retailers serving in rural regions don't have sufficient information and inclination to choose ideal stock. Superfluous stocks cut their net revenue, and they lose clients if there should be an occurrence of lacking stocks.

**12. Inadequate Marketing Support:**

Ordinarily, makers and wholesalers don't stretch out full help to rural retailers as far as liberal credit, money related help, and different offices that they offer to merchants of urban territories. In same manner, rural clients and retailers are not given sufficient space in planning in general marketing program.

## **CONCLUSION**

Indian Rural Market assume an essential job as it offers incredible chances to the corporates to extend their range to almost 70% of inhabitants. Rural market likewise compensations the rural economy by giving framework offices, hoisting the standard and personal satisfaction of the individuals living in rural regions. Despite the fact that the rural market has become an ideal goal for each advertiser, appreciate that it has part of difficulties and hazard; thusly organizations ought to survey the obstructions as mindfully as could be expected under the circumstances. An exhaustive comprehension of rural markets and deliberate move is important to infiltrate rural market. So as to create marketing procedures and activity designs, the corporates need to consider the mind boggling factors that impact the rural purchasers purchasing conduct. The rural market is created by heightening buying power, changing utilization design, expanded access to data and correspondence innovation, improving framework and expanded government activities to support the rural economy. The advertisers tune to their methodologies in concordance to the rural customer in the coming years. Despite all complexities engaged with the rural marketing, the location of rural condition is shifting consistently in India. The greatest test today is to build up an adaptable model of convincing the rural client mind over a huge timeframe and prop it up. Conventional urban marketing systems should be limited according to the requests of the rural markets. It needs to connect with rural customers and identify with them at a fitting level, so it can realize the ideal social change. Government support is vital for the improvement of rural market in India to confront the rising issues and difficulties in the essential zones like; transportation, correspondence, streets, and credit organizations, crop protection for better usage of land and water management. The rural markets are tempting and marketing to rural purchasers is energizing. Be that as it may, a solid comprehension of the rural buyers and their present and future desires are the significant piece of techniques to tap the rural market these days.

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