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The Rural Consumerism in India

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Abstract

The purpose of this study is to comprehend the rural market, its position, and the significance of rural marketing. The primary goal of this study is to examine the difficulties faced by marketers in rural regions and to pinpoint potential avenues for market expansion in these regions. Twelve per cent of the world's population lives in rural areas, where incomes are rising dramatically and consumer behaviour is changing significantly. Over the past few years, there has been a paradigm shift in consumer tastes in rural areas. Their consumption basket resembles that of their urban counterparts quite a bit. High-end goods are displacing entry-level models, and brands are becoming more noticeable. According to market projections, the rural Indian FMCG market will reach $100 USD. From the current amount of $12 billion, it will reach $100 billion by the end of 2026. It is extremely difficult for rural entrepreneurs to stabilize industries in rural areas because to a lack of education, financial difficulties, and a lack of technical and conceptual skills. The possibilities and difficulties for the potential of rural marketing and few strategies to face them are being discussed by this study.

Keywords: Digital Marketing, Indian economy, E- commerce, Agro Products

INTRODUCTION:

Nearly 70–72 percent of India's population lives in rural villages, where the majority of people reside.
In addition to implementing numerous schemes and programs, the Indian government has planned numerou s initiative to offer and upgrade the infrastructure in rural regions, which has sparked numerous new trends for the development of rural marketing.

Under the banner of financial inclusion for banking connectivity, the Indian government implemented measu res to promote rural communities.Nearly half of the nation's GDP used to come from the rural economy.Mod ern marketing, digital marketing, corporate retailing, green marketing, and other strategies are used by busi ness organizations.The

Indian government's "Digital Village" project aims to provide WiFi hotspots in over 1000 grama panchayats throughout the country. This is to facilitate the delivery of services like health and education in remote locations and to offer mass internet connectivity.

LITERATURE REVIEW:

The majority of the literature in India's rural marketing environment focuses on selling agricultural goods to cities.
Additionally, there is indigenous literature on rural marketing that focuses on selling to rural areas, which is the other aspect of rural marketing.

A thorough description of the rural consumer is provided by Salal Kumar Velayudhan in his book Rural Mark eting, Targeting the Nonurban Consumers, published by Sage Publications.Additionally, he emphasizes the underutilization of hats and melas while promoting their importance
and lists a number of new avenues for reaching rural audiences.

In his work "New Perspective in Rural and Agricultural Marketing: Case Studies," Prof. Ramkishen Y. explore s the lifecycle of rural products and how they vary from urban products using a variety of case studies.
He has also talked about grading and standardization.

Kurian and Tiyama's thorough study of the telecom industry highlights how the rural populace is moving to ward the usage of technology and contemporary consumer tools.A variety of theoretical frameworks have als o been put forth by researchers to help them understand why rural projects succeed or fail.Although scholars have thoroughly examined current marketing tactics and success stories, few have talked about and suggest ed future directions. This essay aims to close that gap.

OBJECTIVES:

The objectives of rural marketing are to:

- **Improve quality of life**: By providing a comprehensive set of solutions to meet the needs and wants of rural customers
- **Increase revenue**: By fully tapping into the rural market's potential
- **Create employment opportunities**: In rural areas to improve the standard of living
- **Promote rural development**: By encouraging entrepreneurship in rural areas
- **Increase awareness and accessibility**: To new products and services for rural consumers
- **Provide after-sales service**: To lead to customer satisfaction and repeat purchases

RESEARCH METHODOLOGY:

Rural marketing research is a scientific process that helps companies solve marketing problems in rural areas. The research methodology for rural marketing includes:

- Defining objectives: Define the business and research objectives.
- Determining budget: Determine the research budget.
- Designing research: Design the research and the research instrument.
- Sampling: Design the sampling.
- Collecting data: Organize the field and collect data.

- Analyzing data: Collate and analyze the data.
- Writing report: Write the research report and present its findings.

RESULT / FINDINGS:

Here are some findings and results from rural marketing research:

- Rural markets have great potential

Rural markets are a boon to the country and can be a source of great profits if planned and implemented properly.

- Rural consumers are well-informed

Rural consumers are proactive in seeking information from multiple sources to make purchase decisions.

- Rural consumers value a broader notion of value

Rural consumers value the price, utility, aesthetics, and features of a product or service, not just the price.

- Rural marketing presents challenges and opportunities

Rural marketing presents challenges such as inadequate infrastructure, limited awareness, and affordability concerns. However, it also presents opportunities for businesses to connect with rural consumers on a deeper level.

- Rural consumers are influenced by media habits

The effectiveness of rural marketing is influenced by the media habits of rural consumers. Audiovisual media such as radio, television, and films are especially important due to low literacy rates.

- Rural consumers are influenced by transportation availability

There is a significant relation between transportation availability in rural areas and the buying attitude of rural buyers.

- Rural consumers are influenced by role models

Rural people idolize television actors and models and regard them as role models. Marketers can use well-known people in their television commercials to promote the brand.

ANALYSIS :

Rural marketing is the process of developing, pricing, promoting, and distributing products and services to rural areas. It's a subcategory of marketing that aims to promote products to the rural population, which includes farmers, artisans, small business owners, and other consumers.

Factors that affect rural marketing

- **Culture**: Cultural groups often display differences in buying behavior depending on the region.

- **Literacy**: Literacy is a factor that affects rural marketing.
- **Employment**: Employment is a factor that affects rural marketing.
- **Cost of living and infrastructure**: Cost of living and infrastructure are factors that affect rural marketing.
- **Government policies**: Government policies are factors that affect rural marketing.

CHALLENGES IN RURAL MARKETING:

Some of the challenges in rural marketing include:

- Low incomes
- Poor infrastructure
- Fragmented markets
- Limited consumer awareness about products and services
- Culture
- Literacy
- Employment
- Cost of Living
- Government Policies

Rural marketing research

Rural marketing research is carried out scientifically to solve marketing problems in rural markets. It involves defining problems, conducting research, and finding solutions.

The 4 C's of rural marketing

The 4 C's, or the four pillars of the marketing mix, are a modern twist on the traditional 4 P's. These principles focus on 1.customer value 2. Convenience 3.Communication and 4.Cost-efficiency.

CONCLUSION / SUMMARY:

Rural marketing can be a key component of economic development in many countries, and has the potential to be a source of sustainable success for businesses. However, it presents unique challenges that require a comprehensive approach. Here are some conclusions about rural marketing:

- **Rural markets have potential**

Rural markets are a relatively untapped force with a large consumer base. The rural economy is rapidly developing, and the purchasing power of rural communities is increasing.

- **Rural marketing requires a comprehensive approach**

Effective rural marketing requires a deep understanding of consumer behaviour, consumer insights, and community engagement.

- **Rural marketing requires a different communication mix**

Due to lower literacy rates and environmental differences, rural marketing requires a different communication mix than other types of marketing.

- **Rural marketing requires locally customized messages**

Rural societies are characterized by extensive socio-cultural elements, so marketing messages must be culturally sensitive and locally customized.

- **Rural marketing requires efficient distribution channels**

Businesses must ensure their products reach rural consumers via an effective and efficient distribution network.

- **Rural marketing requires pricing strategies that suit rural incomes**

Pricing strategies must take into account rural incomes while still ensuring the product's utility and sturdiness.

- **Rural marketing requires investment in community development**

Ecommerce businesses that invest in community development and prioritize trust-building will be well-positioned to thrive in the rural market.

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