

An emerging Indian rural market: Challenges and opportunities

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Abstract

In our study, we are going to explain the issues and Opportunities coming in the area of Rural Marketing. We are going to explain the different types of strategies to be adopted for grasping growing market in rural areas by the firms for being successful in their business. How they should make the products for low income group and attract them towards their product. What should they communicate or advertise their product in rural market is also discussed. Rural Marketing is growing at very fast rate and this is very important area to focus by the firms to do business in villages. In India 60 % of population lives in villages and their demand is also increased post 1990's compared to urban areas

The main aim of this study is to observe the potentiality of Indian Rural Markets and finding out various problems are being faced by rural markets. This paper attempts to look into the challenges and opportunities of Indian rural marketing. Rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will increase faster because of better production and higher prices for agricultural commodities. Rural Marketing is a developing concept, and as a part of any economy has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach promise a bright future for those intending to go rural. Any macro-level strategy for these markets should focus on availability, accessibility and affordability. Focused attention needs to be paid to market research that goes on to reduce the uncertainty in dealing with these markets. More specifically, in relation to rural areas, demand is seen to a very highly price elastic. There is no doubt that divides do exist between urban India and rural India. This paper discuss the rural marketing and its strategies and also focus on issues and challenges for selling products & services.

Keywords: Rural Market, Marketing, Strategy, Services, Indian rural market, marketing challenges

1. Introduction

The perception of "Rural Marketing" means different things to different persons. This uncertainty leads to unclear consideration of the problems of rural marketing poor analysis and, more often than not, pitiable prescriptions. Rural marketing and urban marketing are equal as regards essential marketing formation. However, rural markets and rural marketing have exceptional features and dilemmas as compared to urban markets. The rural markets offer a great scope for a concentrated advertising attempt because of the fresh boost in the rural incomes and the probability that such incomes will raise quicker because of superior manufacture and upper prices for agricultural commodities. The Indian rural market among its huge size and demand base offers great opportunities to marketers. Two – thirds of countries consumers live in rural area and almost half of the national income is generated here. It is only natural that rural markets form an important part of the whole market of India. Our country is confidantial in approximately 450 districts, and approximately 630000 villages, which be able to sorted in different parameters such as literacy levels, convenience, earnings levels, diffusion, distances from nearby towns, etc. The rural markets control Indian marketing sight and require extraordinary concentration for the growth of marketing actions and also for as long as enhanced life and benefit to the rural people. Certain the growth, which has taken position in the rural areas below the five- year strategy and other special programmes, today the rural market, offers a vast untapped potential. Development programs in the pasture of farming and related behavior, health education, Communication, rural electrification, etc. contain better the lifestyles of poor and the

uneducated and some market agencies predict the rural demand will out of date the metropolitan require in the near prospect. Formerly the urban markets receiving soaked for more than a few categories of customer produce and with increasing rural incomes, marketing executives are fanning out and discovering the strengths of the great rural markets as they attempt to make bigger their markets. Today, the thought has developed out of it's near the beginning stages and dominates deliberations in any business assembly room policy assembly. A review by the National Council for Applied Economic Research (NCAER), India's leader economic research body, freshly definite that rise in rural incomes is care speed with urban incomes.

Rural India through its traditional awareness has matured in excess of the years, not simply in conditions of profits, except also in conditions of philosophy. The rural markets are rising at over two time's quicker speed than urban markets; not astonishingly, Rural India financial records for 60% of the total countrywide demand. Organizations need to maintain and produce in the bazaar; consequently, they adopted recently promotion trends for retaining the accessible customers and targeting new customers to enlarge the market share. Organizations require upholding if capable scheme is available to believe neo-marketing strategies to valve such markets available in rural and for flung areas wherever additional 65% population is residing with large unused consumer possible. These recently developed trends also make easy the association to reach the target customers in minimum possible time. An association selects new marketing trends on the source of usual globe and performs of goods. Such marketing is a procedure that involves cautiously scheming,

implementing and scheming formulated strategies to make possible the replace of goods and services among organizations and clients. It helps an association in identifying wants and needs of the customers and delivering goods that convince those wants and desires.

2. Significance of the Study

Rural market is receiving significance as the diffusion of the urban market. As due to the opposition in the urban market, the market is more than as saturated as most of the capacity of the purchasers has been targeted by the marketers. So the marketers are looking intended for extending their manufactured goods categories to an unfamiliar market i.e. the Rural Market. In recent years, Rural Markets have acquired important, as the on the whole expansion of the wealth has resulted into significant boost in the purchasing power of the rural consumers. The study aims at bringing a holistic accepting of the Rural Markets. Significance of the study also includes investigative the present market situation of Indian Rural Market, and as long as in- examination of the challenges faced by the marketers though in service in the rural environment, and identify rural marketing opportunities.

3. Objective of the study

Rural markets, as fraction of any economy, have unused possible. There are more than a few difficulties confronting the attempt to completely discover rural markets. The perception of rural markets in India, as also in a number of other countries, like China, is at rest in developing profile, and the sector poses a diversity of challenges, together with perceive the dynamics of the rural markets and strategies to provide and convince the rural customers. The objectives of this study comprise observing the dynamics of Indian Rural Markets over a phase of time, reviewing the text of rural markets and rural marketing, precision the potentiality of rural markets with individual to dissimilar segments like FMCG, Automobiles, and Retail etc. Rural Markets are distinct as those segments of in general market of any financial system, which are separate from the other types of markets like stock market, commodity markets or Labor economics. The so called urban markets are packed and flooded and the split of farming in GDP is leaving down but India at rest lives in her villages. Such a probable market was creature unnoticed by company sector and small and medium industries. Therefore it is future to study the potentiality and problems of rural market with a particular position to Indian Rural Market. The study also concentrates on the troubles faced by rural markets and lastly contribution suggestions to overcome the troubles and beating the potentiality of the rural markets at highest level.

4. Rural Marketing in India

The theory of rural marketing in Indian economy has forever played a powerful role in the life of people. In India, leave-taking out a few municipal cities, all the districts and manufacturing townships are linked with rural markets. The rural market in India is not a divide body in itself and it is extremely prejudiced by the sociological and behavioral factors in service in the country. The rural population in India accounts for around 627 million, which is exactly 74.3percent of the total population. The rural markets in India bring in bigger revenues in the country, as the rural regions include of the utmost customers in this country. The rural market in

Indian economy generates almost more than half of the country's income. Rural marketing in Indian economy can be confidential under two broad categories.

These are (a) the markets for consumer goods that comprise of both strong and weak goods, and (b) the markets for farming inputs that contain fertilizers, pesticides, seeds, and so on. The model of rural marketing in India is frequently was establish to shape uncertainty in the minds of people who think rural marketing is all about agricultural marketing. However, rural marketing determine the carrying out of company actions bringing in the flood of freight from urban sectors to the rural regions of the country as well as the marketing of assorted goods affected by the non-agricultural workers from rural to urban areas.

5. Issues & Challenges in Rural Marketing

India is imaginative with a good degree of tribal, intellectual and provincial variety. About 3/4th of the total population resides in the rural areas and greater part of them are reliant ahead cultivation for their survival. Farming contributes about 24.7% to the Gross Domestic Product (GDP) of the country. It also contributes about 13.1% to the total Indian exports. This sector provides employment to 58.4% of the country's personnel and employment to more than 650 million people. Although this fact, the condition of these people has not shown any important enhancement. The progress of the nation mainly depends upon the progress of the rural population. Rural market witnesses a high stipulate & it's the rural fragment of market that contributes more profit than its urban counterpart. Rural marketing broadly involves reaching customers, sympathetic their needs, provider of goods and services, and finally pleasing consumers, principal to more sales. The common feeling is that only agricultural inputs like seeds, fertilizers, pesticides, cattle feed and agricultural machinery has a prospective for enlargement in the rural market. However, there is a mounting market for consumer goods now. It has been predictable the rural market is rising at the rate of five times its urban counterpart.

Although the truth that rural market is an enormous magnetism to marketers, it is not simple to go into the market and take a sizeable split of the market, in the small time due to the following reasons.

i) Short Literacy

There are not sufficient opportunities for education in rural areas. The literacy intensity is as low when compared to all-India.

ii) Cyclic Demand

Demand for goods in rural markets depends upon agricultural situation, as agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular.

iii) Shipping

Various rural areas are not linked by rail transport. Many roads become unserviceable during the monsoon and inside villages get cut off.

iv) Allotment

An efficient allotment method requires village-level

shopkeeper, Mandal/ Taluka- level wholesaler or preferred dealer distributor or stockiest at district level and company-owned depot or load supply at state level. The existence of too many tiers in the allotment method increases the cost of allotment.

v) Communication Problems

Conveniences such as telephone, fax and telegram are rather poor in rural areas.

vi) Customary Life

Life in rural areas is still governed by customs and civilization and people do not simply adapt new practices. For example, even rich and educated class of farmers does not go for job they do farming.

vii) Buying Decisions

Rural consumers are alert in buying and decisions are slow and belated. They like to give an experiment and only after being personally content, do they buy the product.

viii) Media for Promotions

Television has made a great collision and huge spectators exposed to this average. Radio reaches big population in rural areas at a comparatively low cost. However, reach of proper media is low in rural households; consequently, the market has to take on exact sales endorsement activities in rural areas like participating in meals or fairs.

ix) Job in Rural Market

While rural marketing offers a difficult job, a rural sales person should require certain qualifications and specialized talent.

x) Cultural Factors

Culture is a method of public ethics, attitude and perceptions that manipulate the performance of consumers. There are dissimilar groups based on faith, caste, profession, income, age, education and policy and each group exerts pressure on the performance of people in villages. There is a conviction among rural people that knowledge is more vital than proper education and they esteem salespersons who can present sensible solutions to their problems. Therefore, it is attractive that sales persons, particularly persons who have been brought up in cities are given a detailed training consisting of equally hypothesis and realistic aspects of village life. The preparation will help these sales persons to align themselves with the market realities and settle down smoothly in their jobs.

But there are additional issues also on other sides of challenges which are like the rural population is spread over a large area where reach is expensive and the mass is heterogeneous. The spending power of rural populace fluctuates with the agri-yield. Hence, demand is not reliable. As well this, low level of produce contact, poor standard of living, specious products with high limits for retailers and lack of infrastructure lead to low diffusion.

xi) Future Trends

Markets which are not competent to look the solid rivalry posed by MNCs can reinstate their profits in the rural sector. The market share of urban promote when compared to the rural market is short; therefore if Indian industries focus on

rural markets their sales will boost. If rural markets are brought into the attention of development, they marked towards the wealth. Wealth of India deceit in the wealth of every Indian; hence no rural segment should be left unused. Rural market has a marvelous potential that is however to be tapped. A small increase in rural income, results in a promoter raise in buying power.

6. Challenges of Rural Market in India

The rural market offers a huge unused latent; it ought to be familiar that it is not simple to manage in the market, because of numerous assistant challenges. Rural market remains untapped because of mainly three challenges:-distance, diversity, and dispersion. As much as Rural India presents a great chance, there are still lots of challenges that have to be conquered. Dispersed population and trade, huge figure of mediators in the worth shackles most important to the senior costs, inadequate bank and credit facilities for rural customers and retailers, highly praise ambitious market and low speculation ability of retailers are the other roadblocks. Thus, there are a number of roadblocks that create it hard to growth in the rural market. Marketers come across a numeral of troubles like trade with corporeal circulation, logistics, proper and effectual operation of sales strength and effectual marketing communication when they enter into the rural segments.

- 1) The huge population found and digit of households indicates an extensively extend out market and it is a challenge for the marketer to service this discrete market. The figure of the villages is more than five lakhs and is not consistent in size. Almost partly of the population lives in center sized villages which have a population ranging from 1000 to 5000 persons. These types of sharing of population warrant suitable circulation and advertising strategies to make a choice the coverage of treatment of rural market.
- 2) The rural for each capita earnings is low as compared to urban area. Low for each capita earnings lead to stumpy purchasing power. This separately, the delivery of income is highly indistinct, since the landholding model, which is basic asset, is itself tilted. Thus, rural market presents an extremely assorted view. Therefore a small number of challenges begin in this value, like; off-taking of any creation by rural consumer, maintaining of range levels, distribution system options, and incidence of sharing. This feature is supposed to be cautiously measured by the marketers.
- 3) There are lacks of accurate substantial message amenities in rural areas. Almost half of the villages in the country do not have all-weather roads. Therefore attainment these villages are very actually taxing. Hence, circulation efforts put up by the marketers prove to be expensive and ineffective.
- 4) The rural market, by and large, are characterized by underdeveloped people and consequently Underdeveloped market. A huge popular of rural people is not monetarily steady and is tradition-bound, philosophical, caught up in age-old customs, civilization, behavior, taboos, and practices. Unluckily, the impact of agricultural technology has not been felt consistently all through the country. The large segments of rural population have remained unaffected by scientific breakthroughs.

- 5) There are huge variations in the levels of literacy along with rural people. Approximately two-fifth of the rural population is uneducated and only one-fifth holds an education or higher degree. Also, literacy levels differ enormously along with different states. These variations pretend a confront to simple and clear understanding of the communication by all sets of rural spectators. The restricted arrival at of heap media in rural areas and its district and state variations cause boundaries on a worldwide approach to communication for rural consumers. Also different perceptions, traditions, and values across states moreover in a few cases within a state; are other obstacles in message progress.
- 6) The division of goods continues to pretend an enormous confront to marketers because reaching of 7.8million retail outlets extend across 6, 40,000 villages and feeding a retail network of villages shops is a sharing terrifying. The challenges for the suppliers is the tiny size of each villages with short during per channel, attached with the high charge of delivery since these villages are some space absent from distributors. These factors make excellence distribution unviable. The circulation of any product in the rural areas; agricultural inputs, consumables or durables, should unavoidably pursue a appropriate model. They require sample in the rural areas is appropriate. The distributions in the rural areas are recurrent and not consistent all over the year.

The rural market in India is undergoing an enormous modification. These changes have resulted in shifting the profitable battlefields from urban to rural. Most of the companies treat rural market as a discarding position for the inferior end harvest intended for urban spectators. But, this situation is gradually shifting and significance is known to the require of the country client. Bearing in mind the up-and-coming issues and challenges, government sustain is essential for the growth of marketing. The government may regulate appropriate budget allocations to rural infrastructure plans, and proper management for effectual plan implementations. Marketers should appreciate these challenges and then making strategies in the light of these challenges to face them and to tap the rural Indian market and importance is given to the need of the rural customer.

7. Development of Strategies

The firms in service in rural markets have to distinguish and consider the opportunities as well pressure that exists in this highly assorted and volatile market. The large number of geologically separate villages presents a chief tackle to the marketer in achievement to rural consumer and this requires exploring inventive behavior to arrive at products and services. Profession and the income stream have foremost implications for segmentation and targeting rural marketing attempt. In accumulation to present suitable price and package size, the channels to deliver the price and products are prejudiced by both profession and revenue. The popular of consumers with inadequate income suggest a large market for necessary product and a value for money propositions. The marketers require to inspect the prospective of rural market for a divide market assistance and increasing the strategies for marketing mix in rural markets on the basis of three important mix:- Product, Pricing, distribution, and promotional strategies:

- 1) For developing product strategies, the marketers be supposed to assume in conditions of low unit price and low volume packing's which express an insight of strength and convenience in the minds of rural consumers. Whenever essential, redesigning of the product can also be consideration of depending on the customs, civilization, taboos and behavior, of rural customers. In addition, a variety name or logo or sign, which conveys the reason, usefulness and excellence of the product, is necessary for the rural customer to recognize the product with. Marketers should understand the psyche and needs of the rural customers and then produce accordingly.
- 2) Pricing strategies are closely connected to the manufactured goods strategies. The produce covering and appearance also offer range for custody the price low to outfit the rural purchasing power. The marketers aim to decrease the value of the product to a reasonably priced level, so that a better segment of the population can purchase it, thus increasing the market. This is the most ordinary strategies broadly adopted by the marketers to enter into the rural market.
- 3) For formulation of circulation strategies in rural areas, it is essential to stay in mind; the uniqueness of the product, unpreserved and non-consumable, and life cycle and other factors connecting to distribution. Marketers should inspect cautiously the market possible of different villages and target the villages that can be served in a monetarily feasible way from side to side a prepared sharing effort. The marketers may distribute the products through Co-operatives societies and by utilizing the services of Public distribution system, utilizing of flexible distribution centers by Petroleum /Oil companies, distribution up to the feeder markets/mandi towns, haats/melas, and agriculture input dealers.
- 4) The promotional settle on or strategies chosen have to be price effective, while fragile products may warrant the use of mass media since the aim consumers are extensive, tough products will require entity selling hard work because of lesser size of goal. The less rural population has doorway to a language newspaper and size of rural population is uneducated and put up the restriction on print media. The aural visuals must be designed by the marketers for promotional purposes. The traditional forms of promotional calculate be supposed to use in promotional strategies.

Rural marketing is a two method marketing process. The substance now encompasses not only marketing of products which pour to rural areas, but also products which flow to urban areas from rural areas. So a broad meaning of rural marketing is worried with the flow of goods and services from urban to rural barren vice-versa. In addition, it also includes the marketing in the rural areas. As the rural marketing is a cooperative procedure, this article attempts to bring to light Issues and challenges connected with the rural marketing strategies. It covers the marketing strategies aspects of rural produce with particular indication to products and services within the rural areas.

8. Rural Marketing Strategies

The rural market has distorted radically in the ancient times one decade. A decade ago, the rural market was extra shapeless and was not a prioritized goal location for business.

The minority companies, mostly the agro-based ones, were focused in these markets. There are no pioneering strategies and promotional campaigns. A distribution system did survive, but was weak. Illiteracy and lack of skill were the other factors principal to the poor reach of products and lower level of consciousness between villagers. Steadily, corporate realized that there was diffusion, rigid rivalry and confusion in the urban market, and a demand was building up in rural areas. Best Promotion and Quality Perception Companies with new knowledge are correctly capable to communicating its goods and services to their customer. There is a transaction flanked by brilliance a customer perceives and a company wants to communicate. Thus, this positioning of information is very imperative. The imminent of the Indian about the preferred product is altering. Now they know the disparity between the products and the utilities derivative out of it. As a rural Indian customer always required worth for money with the changed awareness, one can perceive difference in current market situation particularly in case of services given by the companies.

i) Easy-Way Communication especially for Rural Market

The companies have realized the significance of correct communication in confined talking for promoting their goods particularly in rural market. They have ongoing selling the idea of excellence with correct message and simply explicable way of connections. Their main focal point is to modify the Indian customer viewpoint about superiority.

ii) Changing Pattern of Rural patrons

Newsday villagers are continually looking forward for new branded products and good services. Indian customer in rural market was never price responsive, but they want importance of money. They are all set to pay best for the product present some additional value for the quality. Regards for civilizing and community ethics Companies have renowned that societal and civilizing ethics have a very physically powerful hold on the people in rural markets. Intellectual ethics take part in main position in deciding what to buy. Moreover rural people are affecting and perceptive. Thus, to endorse goods and services we should consider their societal and intellectual ethics.

iii) Focus on Customer Requirement

Each customers wish for worth for their currency. They do not see any worth additional connected with the goods. They aspire for the essential functionality. Though, if the sellers offer additions without charge they are happy with that. They are pleased with such a elevated expertise that can complete their requirement Promoting Products and Services with correct personality in Case of superstar approval Companies are preference up Indian models, actors for advertisements as this helps them to show themselves as an Indian company.

iv) Developing Specific Products for Specific Segment

Many companies are on the rise rural-specific goods. Observance into deliberation the necessities, a firm develops these products. Electrolux is effectual on a suitable for India fridge planned to serve essential purposes: cool drinking water, keep cooked food fresh, and to withstand long power cuts. In Service Sector like Insurance they are focusing on Micro insurance products for rural segments.

9. Challenges faced in rural marketing

Although the actuality those rural markets are huge magnetism to marketers, it is not easy to enter the market and take an ample market share due to the following factors.

- Appropriate interactions are essential for moving and progress. Many villages are not attached by rail transport. The poor road connectivity and the subserved roads are up till now one more drawbacks. Large number of intermediaries guide to elevated cost, so an effectual distribution scheme has to be put in place, like a state level distribution dealer to a stockiest at district level and to the village shopkeepers. The attendance of a lot of levels in the circulation canal increases the price of circulation.
- Insufficient banking and credit facilities.
- Little literacy rates in rural areas are the biggest reason of worry.
- Agriculture creature the large basis of profits in the rural area, insist for good depends upon agricultural state because farming to a big level depends upon monsoon hence, The insist or trade ability is not steady or normal.
- People living in the rural areas are ambitious by civilization and ethnicity and they adjust to new trends. For example, even rich and educated classes of farmers do not recognized and fashionable clothes and garnishes.
- Rural consumers take care in buying new products and are slow decision makers. They would purchase the manufactured goods only after they have tried the manufactured goods additional being personally content.
- The rural customers include dissimilar groups based on caste, religion, age, education, occupation type, income, and politics and each group work out the influence on the behavior of people.
- Rural market has a remarkable potential that is yet in the direction of be tapped. A large increase in rural profits will consequence in an add to in the purchasing power.

Markets which are not capable to countenance the rigid rivalry posed by MNC's can restore their profits in the rural markets. If Indian industries think on rural markets their sales will increase. If rural markets are brought into the attention of growth, they will cover way to financial reformation. Achievement of India lies in the success of every Indian; hence no rural section should be left unused. The aforesaid challenges faced can be tackled and experiential by various strategies as followed.

- Initiate low priced variants of products with a unique selling intention particularly meant at the rural consumers.
- Plan products particularly for the rural consumer and manage the demand of the products.
- Collective decision making is very prominent in rural areas; hence rural retailers must be educated on the products.
- A routine feedback from the rural consumers is essential to understand the product placement in the rural market.
- Proper message through situate and customer exact encouragement, which requires time, wealth and a consistent long term dream.
- Wide after sales services and business ethics.

10. Why Purchasing power of Rural India is Boosting?

Different companies like Maruti Suzuki, Hero Honda, Hindustan Unilever, ITC, LG, Samsung, Nokia, Idea, Airtel

etc. everyone one affecting towards rural India to overcome the hold up in urban market. Rural India which was unobserved for the ancient times more than a few years is now at the centre of notice for the companies. There was optimistic growth in rural GDP, which improved the expenditure authority of rural people. Government initiatives like the farm loan waivers, Bharat Nirman yojna for building rural communications also boosted rural economy.

The following factors give enhance to purchasing power of rural people:

- Government's speculation in rural areas gave a pointed rise to the enlargement of rural areas. Government is emphasizing on growth of infrastructure like roads, housing, telecommunication, electrification and irrigation under the national projects called Bharat Nirman Yojana. Therefore, the in general growth of rural India assisted in raising the purchasing power of rural people, as well raising the excellence of rural life. There is also a noticeable increase in the rural income due to agrarian wealth. All this has left rural people richer and more strong-minded, enabling the companies to rush in with special schemes and modify made products for the highly price responsive rural markets.
- Boost in Literacy and Education climb in literacy and educational level among rural people also has a demeanor in boosting the purchasing power. Therefore, there exists marvelous possible in rural India and the companies are coming onward to strap up it for the forecast of advertising their products and services.
- National Rural Employee Guarantee Act The essential difficulty in rustic areas is low income of rural people, which is also cyclic in nature. To solve this issue, the government started National Rural Employee Guarantee Act (NREGA), which guarantees 100 days of employment to every adult in rural areas every year. The implementation of this act is a significant reason for surge in rural income and it decreased the trust on farm income to a large scope.

11. Rural Marketing Mix

The Indian rural market is seen as the majority profitable section because companies' crossways dissimilar sectors are wooing them to hold up their thrust of business enlargement. Rural markets present opportunities, which are huge and comparatively unused. They present marvelous forecast for companies to put on the market their products and services. Companies' alternative to a number of strategies like repositioning of brands, repackaging products and reprising them, all with an eye on rural wallets. The overall marketing mix structure for rural markets focuses approximately delivering the right product, delivering worth for currency pricing, using effectual means of endorsement, selecting the most suitable technique of sharing and building long term relationship with the customers in order to sell their products.

In case of rural marketing mix, there are 4A's of marketing which are as follows:

- **Affordability:** Affordability is dangerous to achievement in rural markets as the consumers in rural areas are value-conscious and a lot savvy. They are willing to pay for product if it is worth it. To access the rural markets, companies follow the strategy of low priced products and small stock keeping units (SKU). The smaller SKU

strategy is used by companies to add to product diffusion, as trials would boost due to a inferior put -down price. Lesser packets are more reasonably priced, so they offer customers a chance to try out products before graduating to a better pack. HUL initiated "Operation Bharat" to tap rural markets by bringing out low priced example packets of its toothpaste, fairness creams, shampoo and other products.

- **Awareness:** companies generate make consciousness with the help of appropriate media to increase suitability about its goods in rural markets. The FMCG companies are venturing into rural markets with their innovative strategies to create brand consciousness about their products.
- **Availability:** In rural areas spaces are far flung and not well linked to correct roads, delivering the product to rural markets is a great challenge for companies. Companies have realized this and are trying to be original in this state of affairs. For creation their products obtainable to customers, companies adopt a diversity of income such as direct selling, using company release vans, rural mandis and setting up of provisional stalls in meals etc.
- **Acceptability:** To obtain accessibility for the product, there is a huge require to present goods and services according to the wants of rural consumers.

12. Conclusions

Indian Rural Market play a crucial role as it provides great opportunities to the corporations to make bigger their arrive at to almost seventy percent of population. Rural marketplace also reimbursement the rural economy by as long as infrastructure amenities, inspiring the standard, and excellence of life of the people resides in rural area. Although the rural market has become preferred purpose for every marketers but it's significant to understand that it has lot of challenges and danger, consequently corporations should charge the obstructions as watchfully as possible. A methodical sympathetic of rural markets and systematic move towards are essential to go through rural market. In order to develop advertising strategies and deed plans, the corporations need to taken into account the multipart factors that pressure the rural patrons buying behavior. The rural market is developed by increasing purchasing power, changing consumption pattern, increased access to information and communication technology, improving infrastructure and augmented, Government initiatives to improve the rural economy. The marketers tune to their strategies in accordance to the rural consumer in the coming years. In spite of all complexities involved inside the rural marketing, the rural scene of rural environment is altering progressively in India. The biggest challenge today is to expand a scalable representation of influencing the rural customer brain over a great era of time and keep it going. Conventional urban marketing strategies will contain to be limited to a small area as apiece the demands of the rural markets. It has to reach out to rural consumers and relate to them at an appropriate level, so that it is able to bring concerning the preferred behavioral change. Government hold up is necessary for the development of rural market in India to face the emerging issues and challenges in the core areas like; transportation, communication, roads, and credit institutions, harvest cover for improved utilization of

land and water management. The prospect no uncertainty lies in the rural market. In conclusion, the rural markets are enticing and marketing to rural consumers is exciting. Though, a clear understanding of the rural consumers and their present and future prospect are the major part of strategies to tap the rural market nowadays.

Rural Marketing is an increasing concept, and as a part of any wealth has unused potential; marketers have realized the opportunity recently. Development in infrastructure and arrive at promise an intense future for those intending to go rural. Any macro-level strategy for these markets be supposed to center on ease of use, accessibility and affordability. Constant scanning and sieving of ideas and plans is essential at all era. Focused attention needs to be paid to market research that goes on to reduce the uncertainty in dealing with these markets. More specifically, in relation to rural areas, demand is seen to a very highly price elastic. To break the price barrier is essential. Simply this can keep the grey area local brands in ensure. There is no doubt that divides do survive between urban India and rural India. However, with a quiet revolt that has already begun, a faultless addition of rural and urban markets is underway. The on the whole marketing mix structure for rural markets must therefore center around plugging the segments with the right product, using worth for money pricing, selecting the most suitable channel of distribution structure long term relationships with the customers and finally, using the power of emotional brands. The rural market is not harmonized. The person sections of this market are not too big, though the overall size is large. There are geographical, demographical, statistical and logistical differences. Positioning and realities regarding the possible of each of these marketplace segments be different and lie at the very core of forming the strategy for the rural markets. Numerous companies trying to arrive at out to rural consumers are exploring substitute cost effectual channels. Every marketer/companies must realize that the rural consumer is not a miser. He is not simply looking for the cheapest product in every category. Rural customer understands and demands value for money in every purchase that he makes. Pricing therefore is a direct function of factors including cost-benefit advantage and opportunity cost. Price sensitivity is extremely high and comparison with competitive prices is common. It must be remembered that the rural consumer does not have a financial plan problem. He has a cash flow problem. This is because the village folk receive funds only twice a year. At these times, he is able of creation high quantity purchases. At all period, however, the unit price is dangerous plus so is the pack size. Because of this, in the bend term when there is a cash flow crisis, marketers require to offer financial products, schemes or solutions that suit the wants of the rural population.

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