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PROSPECTIVE ISSUES AND CHALLENGES OF RURAL MARKETING IN INDIA

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ABSTRACT

The real India lives in villages, where 70% population is rural. In the recent years, due to green revolution the income level of rural peoples is increased, hence rural market has acquired significance and attracted the attention of marketers. Now a day's villages contribute towards economic development of the country through the production of food grains, vegetables, fruits etc. Today's Marketing has completely transformed the nature and dynamics of business. The 21st century is a milestone for development of rural market in India is a great opportunity. Still there are many challenges faced by rural markets that have to be overcome. The present study focuses on issues and challenges of rural marketing in India.

Keyword: Rural India, Rural Marketing, Economic development Challenges

INTRODUCTION

India is a land of diversity, where 70% of the population lives in villages. Villages are the heart of India and the Indian rural market with its large size and demand offers great opportunities to marketers. Due to green revolution the incomes have increased and consumers are buying discretionary goods and lifestyle products, including mobile phones, television sets and two-wheelers. Marketing is known as the process of defining, anticipating and knowing customer needs. Today, villages contribute towards the economic development of the nation through the production of food grains, vegetables, fruits etc. Rural marketing developed rural products and service which satisfies the consumer needs and also achieves organizational objectives. The 21st century is a milestone for developing rural market in India. Still there are many challenges faced by rural markets that have to be overcome. Marketers encounter number of problems like dealing with physical distribution, logistics, proper and effective deployment of sales force etc. The present study focuses on factors affected on rural markets, challenges faced by rural markets in 21st century and suggestions to cope up with the challenges.

SIGNIFICANCE OF THE STUDY OF RURAL MARKETS

If we asked to any sales executive today which market he would prefer to serve, he would be immediate answer it is "Rural Markets." There are many factors which have been recognized and responsible for the rural market boom. Some of them are, increase in population, consequently increase in demand. The rural population is 83.3 crores as per Census of India's in 2011. There is huge inflow of foreign remittances and foreign made goods in rural areas. The level of prosperity appears in two different fields.

OBJECTIVES OF THE STUDY

The present study on the rural marketing has been undertaken following objectives.

1. To understand the present scenario of rural markets in India.
2. To evaluate the factors that affected rural marketing.
3. To discuss various challenges faced by rural markets in 21st century
4. Suggestions to cope up with the challenges

SOURCE OF THE DATA

This paper is descriptive in nature. The data used is secondary in nature and has been collected from various reputed journals and websites.

FACTORS AFFECTED ON RURAL MARKETS IN INDIA

Nowadays, we cannot ignore rural people for a long period in development of rural market. Today a rural buyer is also looking for better quality, multi utility and durability of the products and services offered in the market to them. Following are some of the factors affected on rural markets in India

A) Socio-cultural Factors

Social and cultural environment is an important part of marketing. Cultures of rural peoples, their traditions, values, beliefs and lifestyle constitute their socio-cultural environment. These elements play a big role in the decision making stage as to what the people will buy and how they will consume. All social classes are determined by occupation, literacy level, income etc. of its members. Each class has its own values. These