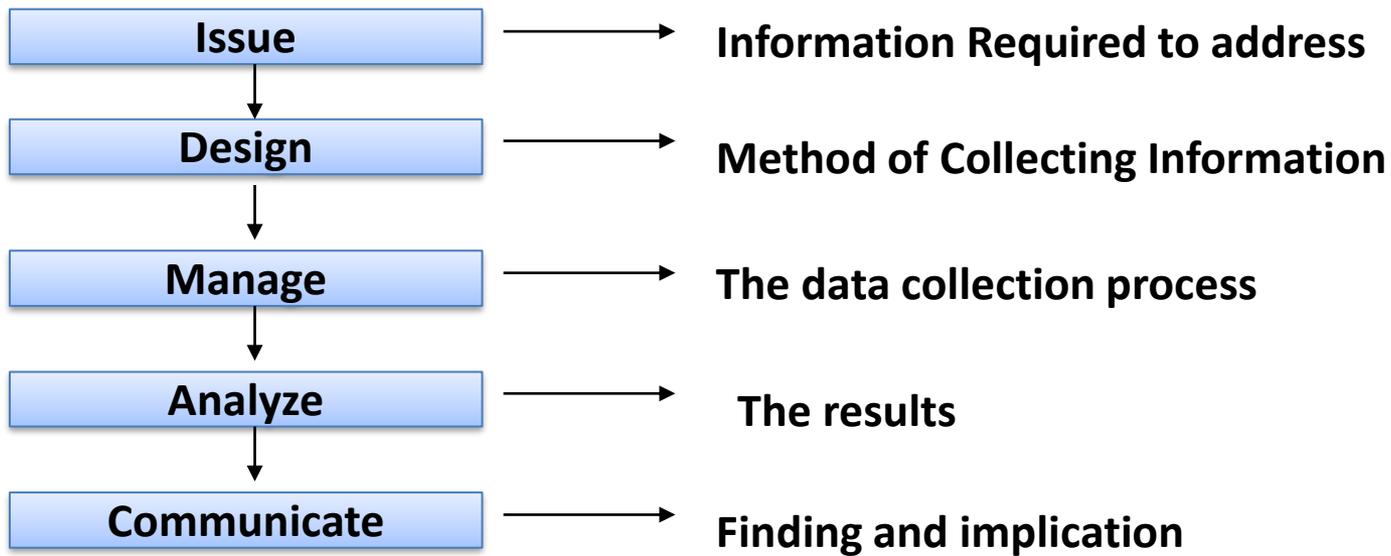


RURAL MARKETING RESEARCH

Marketing Research is a formalized means of obtaining Information to be used in making marketing decisions

Market research



**SOURCES
FOR
CONDUCTING
RURAL
MARKET
RESEARCH**

Primary Sources

- Retail shops/STD booths
- Tea Stalls
- Playgrounds/schools
- Chaupals (meeting point
old/middle aged/
influential)

Secondary Sources

- Haats & Melas
- Government website
- Influence Group
- Private bodies (market research
advertising agencies
Indian Market Research Bureau
Thompson Rural Index
Guide to Rural Markets
- Publications

OBJECTIVES

- Rural market research objectives must be clear in the mind of the researcher which would help him to carry the research forward.
- The objectives must be clearly defined, short and to the point.

TYPES OF RURAL STUDIES

- 4 As of rural marketing.
- U & A or KAP
- Feasibility
- Mapping distribution, promotion and communication channels.

POINTS TO REMEMBER

FOR

RURAL MARKETING RESEARCH

Remember ...

- **Build Rapport - *****
- **Greet – need to be informal**
- **Speak local language**

- **Do not jump to survey –speak of other matters of interest**

- **Gradually lead to the objective of the interview**

- **Explain the benefit of the survey – how it will gain**
- **Interviewer should be aware of the rural area**

- **Never make the respondent uneasy – if he offers tea do not refuse**

PRIMARY DATA COLLECTION METHODS

- PRA
- FGD
- Measurement and scaling methods.
- Questionnaire designing
- Sampling

FEATURES OF A GOOD RESEARCHER

- Mindset.
- Effective communication.
- Discerning ability.
- Good memory.
- Patience.

LIMITATIONS

- Low literacy levels.
- Poor media exposure.
- Local language communication.
- Scattered and remote villages, inaccessible roads.
- Social taboos, difficulty in interacting with women respondents.
- Interview timing.
- Rule out revalidation of data.

THANK YOU