



RURAL MARKETING



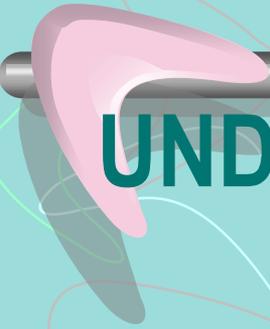
INTRODUCTION

- **The term ‘rural marketing’ which was earlier used as an umbrella term to refer to all commercial transaction of rural people, acquired a separate meaning of great significance in 1990s.**
- **Several myths about rural sector:-**
 - **Rural people do not buy brands.**
 - **Rural customers buy cheap products.**
 - **Rural market is a homogeneous mass.**



EVOLUTION OF RURAL MARKETING

- **Phase –I (Pre 1960s)- Rural marketing was considered synonymous with ‘agricultural marketing’.**
- **Phase-II (1960s-1980s)- Green revolution.**
- **Phase-III (1990s- 2000)- Both Indian as well as MNCs realized the enormous potential of rural markets.**
- **Phase-IV (After 2000)- Rural marketing came to the centre-stage.**



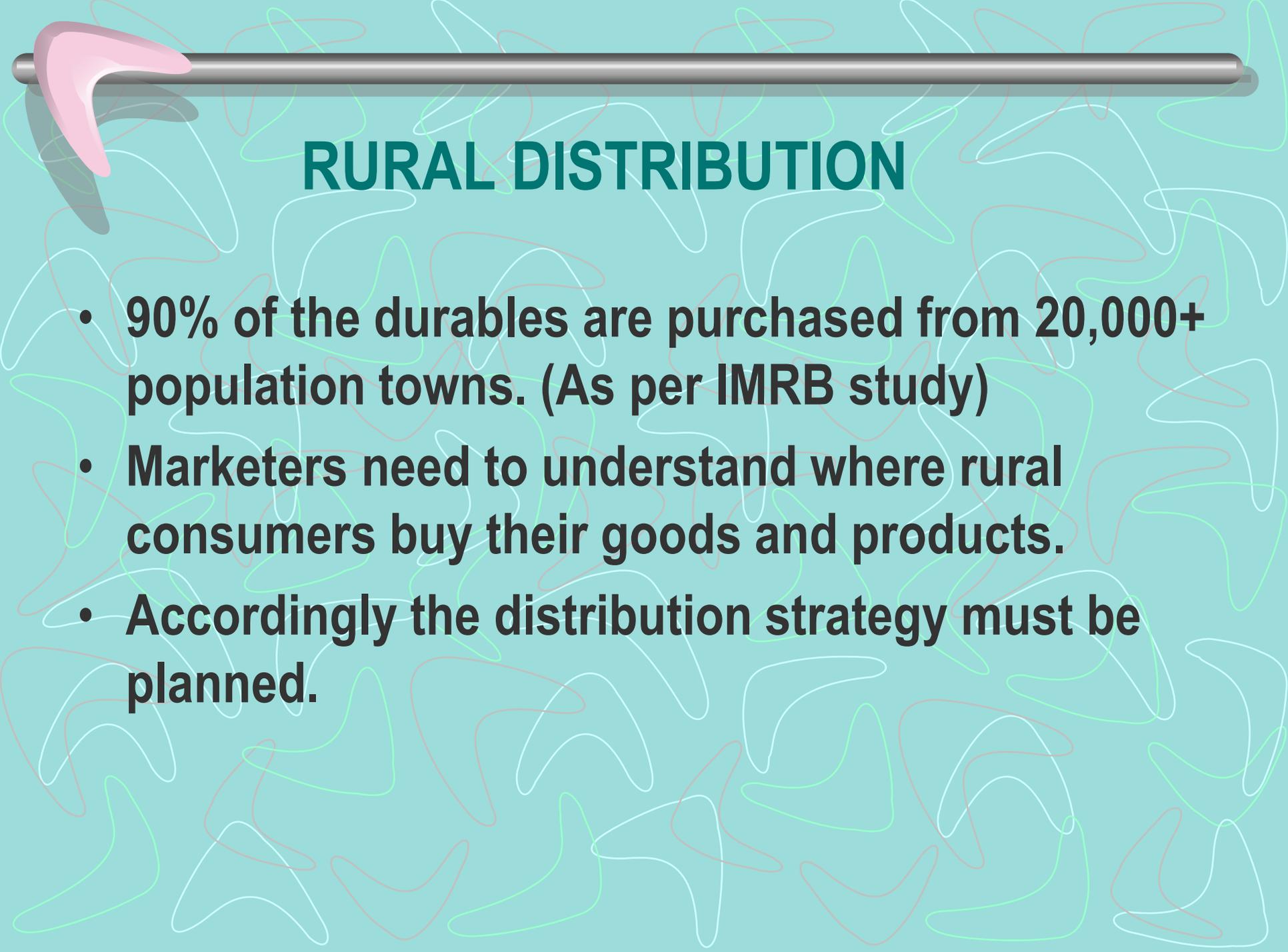
UNDERSTANDING RURAL CONSUMERS

- **Rural consumers are fundamentally different from their urban counterparts.**
- **Different rural geographies display considerable heterogeneity.**



NEW INFLUENCERS AND PRODUCTS

- **Liberalization**
- **Globalization.**
- **Emergence of knowledgeable rural youth.**
- **Migration from villages to cities and towns.**
- **Usage of products is different in the rural environment.**



RURAL DISTRIBUTION

- **90% of the durables are purchased from 20,000+ population towns. (As per IMRB study)**
- **Marketers need to understand where rural consumers buy their goods and products.**
- **Accordingly the distribution strategy must be planned.**



RURAL COMMUNICATION (AICDA Model)

- **Awareness.**
- **Interest.**
- **Conviction.**
- **Desire.**
- **Action.**



DEFINITION

- **Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives.**



RURAL MARKETING MIX

- **Affordability.**
- **Availability.**
- **Awareness.**
- **Acceptability.**



THANK YOU