

Project Dissertation Report on

SCOPE OF RURAL MARKETING IN INDIA

Submitted by

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CERTIFICATE

This is to certify that the work titled '**Scope of Rural Marketing in India**' as part of the final year Major Research Project submitted by P. Priyadarshini in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is her original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

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DECLARATION

I hereby declare that the work titled '**Scope of Rural Marketing in India**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the esteemed guidance of Prof. G. C. Maheshwari, is my original work and has not been submitted anywhere else.

The report has been drafted by me in my own words and is not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

P. Priyadarshini

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I have put all my efforts to ensure that the project is concluded in the best possible manner and also ensured that the project is error-free.

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ABSTRACT

There is a tremendous outlook for a concentrated marketing effort in rural India due to the trend of increasing incomes in the rural community along with increasing availability of technology in rural regions of India, leading to brand awareness and acceptance among the community. Improvements in infrastructure and the reach, that is the distribution system is beneficial for any organization planning to opt for an establishment in rural India. Any kind of approach for these markets either macro or micro level should have a focal point on availability, accessibility, and affordability.

Many businesses are also adopting various marketing strategies and approaches to penetrate the rural market and profitable situation with good customer loyalty. The rural consumer preferences and needs are very different compared to its urban counterpart. Hence the blueprint of the marketing mix of a product or service for such a target market has to be not just customer appealing but also budget friendly. This paper aims at understanding what rural marketing is, how can it be beneficial to rural India, different marketing mixes, its origin, challenges, and prospects.

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Chapter 1

INTRODUCTION

“India lives in its villages” – Mahatma Gandhi

1.1 Background

Rural marketing can be defined as a way to capture the mindshare, wallet share and the market share of the rural consumers by effectively developing strategies in product development, pricing, promoting and distribution of the product, so that the desirable exchange occurs that satisfies their needs and wants and also aids in the achievement of the organizational goals. It is a relatively new concept possessing an untapped potential of offering vast resources and opportunities, that can provide not only a national development but also a community level growth.

There are several ways to access this potential through marketing. For example, the entire marketing mix can be applied or a single aspect of the mix can be utilized to see whether the conditions are favorable to the industry or not before indulging which can be a decisive factor for new investments. There are options available in the application of the STP factors as well. STP stands for segmentation, targeting the segment and positioning of the product or service to the consumer.

	2001 (in Cr)	Percentage (%)	2011 (in Cr)	Percentage (%)	Difference in population between 2001 and 2011 (crore)
India	102.9	100	121	100	18.1
Rural	74.3	72.2060253	83.3	68.8429752	9
Urban	28.6	27.7939747	37.7	31.1570248	9.1

Table 1.1: Share of rural in total Indian population

Source: Census of India 2011

The distribution of the Indian population as per the census of India 2011 is shown in table 1.1. We can infer that the rural population is relatively huge and therefore has vast potential. Even if Urbanization is happening, it is happening at a moderate pace. We can see from the table that approximately 68.84% of the Indian population is still rural. Hence, if tapped into this resource appropriately, it could boost India's economy and development.

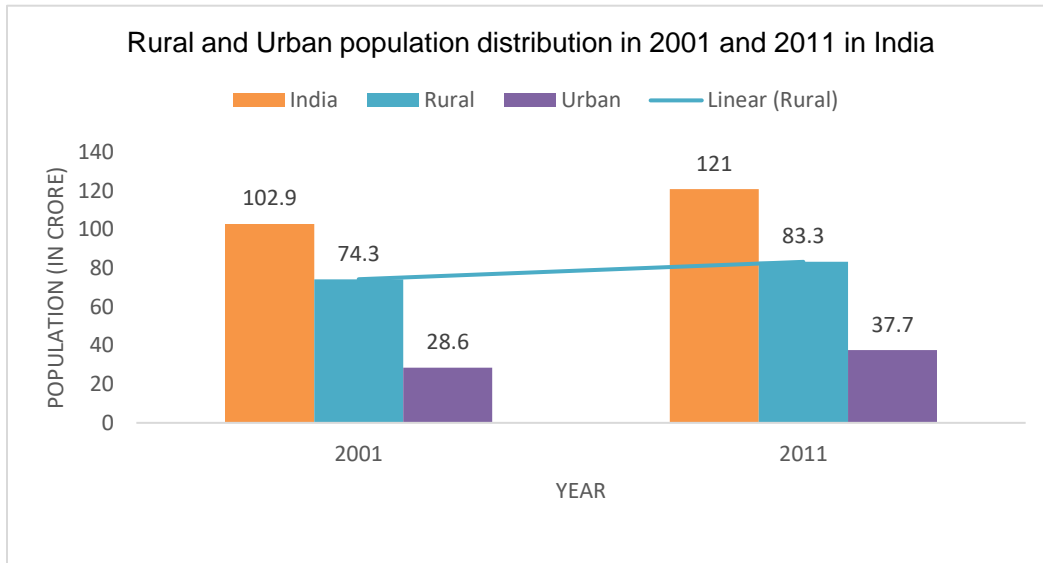


Figure 1.1: Rural and Urban population distribution in 2001 and 2011 in India

Source: Census of India 2011

4 Ps of marketing - The four Ps of marketing are the key factors or a key model that is involved in the traditional view of marketing tangible products or intangible services. The 4 Ps are namely Product, Place, Price, and Promotion. They are often attributed to the traditional marketing mix and are constrained by factors, both external and internal in the overall business environment, and their interaction with one another.

The following are an elaboration of the 4 Ps:

1. Product – A product is either a tangible good(s) or an intangible service(s) that satisfies a particular or collective need or wants of the consumers. A marketer must have a clear understanding of what the product is and its unique selling point before actually marketing it. The product should

appeal to the customer, bringing in trust that their needs will be fulfilled by it.

2. Price – Once a detailed perception of the product offering is set, next is preparing the appropriate pricing strategies. Price strategies will deeply impact companies' profit margins, supply and demand, and future marketing strategy and its evolution. Conceptual-wise, like in the product model, brands might need to be positioned differently according to varying price points.
3. Promotion – Next comes promotion of the product or service. Promotion considers many alternatives the marketing agencies broadcast or propagate product information that is relevant to customers & can be used to individuate the product or service. Promotion involves several elements like PR (public relations), social and digital media marketing, advertising, SEO, SEM, video and email marketing, etc.
4. Place – Having the correct product, priced appropriately, in the correct place, at the right time makes or breaks the success of the product or service. It's imperative to estimate and determine the ideal sites that can convert probable and capable clients into actual clients. It is also about choosing the right crowd wherein the product can make a huge impact and can bring about loyalty with the consumers towards the product or service and brings about success to the business.



Figure 1.2: Four Ps and 7 Ps of the traditional marketing mix.

Source- Google images

There is another variation to the traditional marketing mix which has an addition of three new Ps and those are process, people and physical evidence. This mix is now called as the ‘Services Marketing Mix’. To elaborate further:

- Physical evidence – it is the materialistic segment of the service or the material cues. The examples are company logos, signs, website, business reports and visiting cards, etc.
- People – People are a crucial part of any kind of experience or service. They play a significant aspect in the marketing of any services and product as they are the ones that generate the sales by purchasing the product which converts to revenue.
- Process – Process here means as a method or mode to achieve an outcome or goal. It is achieved through the interface between the customer and the business and observing the steps required to deal with both entities in stages or series, throughout the process.

4 As of marketing – This is a relatively new concept related to the marketing mix which mainly aims at rural marketing. The approach is anticipated to be more customer-oriented.

The 4 As are:

- Affordability – It does not mean cheaper products. The meaning implied here is to influence the targeted client or consumer by gratifying their demands. The commodity or service should be within the buying capacity for the consumer. The revenue earned in rural markets is from various ways, this fact should be kept in mind while designing the product or service.
- Availability – One of the greatest problems in the rural market is to reach and provide the product to the consumer or retailer due to several challenges such as transportation, distribution, or any other issue in logistics. Even if the products are well promoted, if there is any delay in the product reaching the rural market, there is a potential loss of the

customers.

- Awareness – The product or service should capture the mind share, that is, it should reach the customer’s mindset and make a positive impact on them. The main way of broadcasting the information or to grasp the attention of the consumer is through the advertisements on channels like Television, Radio, and Outdoor or public-engaging correspondence. This has to be devised so that the message of the product is delivered to the masses in a feasible way that is economical to the business as well. Apart from this, things like the product’s color, packaging, product/company logo, tag lines and slogan, etc., can also be used as an advantage to target the customer and create attractiveness towards the product.
- Acceptability – The consumer should be made to think that their desired product can be acquired or purchased by investing money on that. They should perceive that the product’s design is suited to their needs and requirements and a great solution is delivered to the customer. They should feel that some value is given or added to them, and the purpose for which the product being planned for purchase should be served. The ease of utilizing the product or service has to be felt by the consumers and there should not be any hesitation to go for it.



Figure 1.3: Four As of the modern marketing mix

Source- Google images

From the below figure, we can understand how the 4 Ps and 4 As can be translated in other terms and which factor is similar which. As per the understanding, 4 As are more customer centric than 4 Ps. It can also be interpreted that the 4 Ps are the tools to achieve the marketing goals while 4 As are the hurdles to overcome using the marketing tools.

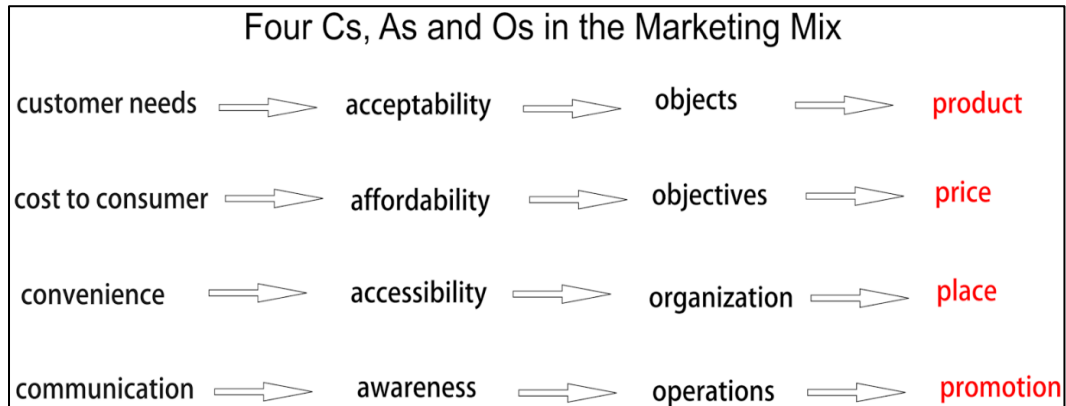


Figure 1.4: Comparison between the 3 different marketing mixes

Source: Google Images

1.2 Objectives of the Research

The major objectives for carrying out the research work are:

- To understand rural marketing.
- To understand potential of rural market of India.
- To understand various factors or aspects affecting the rural market.

1.3 Scope of the Research

The Rural India is vast market of opportunities that is slowly growing in India. Many companies are exploring this market for its potential and cost-effectiveness. This research aims to study the factors affecting the marketing approach and the public sentiment regarding the marketing mixes applied.

1.4 Structure of the Research

Chapter 1 discusses the introduction, followed by chapter 2 that brings out a review of the existing literature about the marketing trends and observation regarding the rural market and different marketing mixes. Chapter 3 introduces the research methodology discussing the tool and techniques used. Chapter 4 brings out the analysis followed by chapter 5 recommendations and conclusion. Finally, chapter 6 presents the limitations and scope of future research.

Chapter 2

LITERATURE REVIEW

If we consider the Indian history, according to Pawan Kumar, Neha Dangi (August 2013) there are three phases in Rural Marketing ^[11]. Phase 1 (before the 1960s) relied more on agriculture marketing as rural marketing. Phase 2 (1960-1990) included the marketing of agriculture inputs, i.e., products made from agricultural produce such as khadi clothes, etc. Phase 3 (after the mid-1990s) the meaning of rural marketing has changed and is not limited to agriculture. It has been broadly divided into two categories: consumer goods market for stable (non-perishable) and unstable (perishable) goods, and the market for agricultural inputs such as fertilizers, raw materials, etc.

The study was conducted based on secondary data. Several variables were considered and it was concluded that due to positive growth trends, there is a huge scope of marketing in rural India.

So, after the liberalization or post the liberalization period, rural marketing predominately referred to the marketing of FMCG products and consumer durables in rural areas (Pratik Modi, 2009) ^[12]. Research has explained what is exactly meant by the rural and urban population. Whether the distinction of the urban and rural population has been made by factors such as occupation, the density of population, social differentiation, mobility, etc. Many institutions have used rural marketing as a means of achieving their developmental goals. It was proposed to operationalize the realm of rural marketing in terms of positive net gains accruing to rural population out of any marketing actions. The research points out that as of now there is no proper theoretical basis for rural marketing and that ideas can be borrowed from mainstream marketing. It is then concluded that the development of rural marketing can, in the long term, improve the standards of living of the rural population. Hence research should be continued to create new models that can be applied in practical scenarios.

India's rural market is three times that of the European market^[8], hence being an untapped but vast resource (N. Md Faiyaz Ahmed, July-August 2017). The profile of the rural consumer is studied and the factors which make rural marketing attractive are mentioned here. The 4 P's along with another new concept added to the mix, i.e., 'Innovation' is explored stating the probable strategies that can be devised for it. It states that 4 Ps alone cannot do the task at hand. Another concept, Innovation is necessary to push the marketing mix forward. Innovation can be applied in all the 4 Ps to make it unique and economical for the organization.

There was an ideology^[7] put forward by Dr. Anubhuti Gupta (June 2017) that in the traditional or conventional marketing perspective divides the business sector structure in India as rural and urban markets. However, the modern perspective views this as the 'buyer and seller' market. Furthermore, rural marketing is seen as a counterbalance to the negative effects of the recent financial crisis in the urban markets. This idea was taken as research which also studies the concept of 4 As in various fields and its probable usage in the rural sector.

From/To	Rural	Urban
Urban	<ol style="list-style-type: none"> 1. Consumables & Durable Agricultural Inputs 2. Consumables 3. Consumer Durables 	Not concerned
Rural	<ol style="list-style-type: none"> 1. Rural Artisans Services & Products 	<ol style="list-style-type: none"> 1. Agricultural & Allied Production 2. Rural Artisans & Rural Industry Products

Figure 2.1: Influx of products between rural and urban market.

Source: Google Images

Moreover, researchers and Marketeers have recognized that the economic and infrastructural growth of India is driven greatly by the rural India development and has explored the concept of Rural marketing and its benefits and drawbacks (Pooja Yadav, Jan-Feb 2018). Rural marketing here has been explained as a two- way process, as the urban industries receiving agricultural inputs from its rural counterpart and the rural market receiving an inflow of products and services from urban market in the form of FMCG products, etc., (Refer Figure 3). Also, a few possible strategies have been mentioned such as Distribution Strategy ^[2], Positioning Strategy, etc. Research has mentioned a few potentials that boost Rural marketing such as an increase in rural income, penetration of the IT sector, etc. A few challenges mentioned are warehousing in villages, the village structures in India, etc.

We should also think whether the entire marketing mix needs to be studied or if just one aspect is enough to boost the product or service. In case we take one aspect, for example, the consideration of the effect and prospects of advertising on the rural community and the return effects on marketing and sales. In this case, a study ^[3] was conducted by Prakash H. S., Mustiary Begum (April 2017) and the author has utilized a research tool, SPSS v.20, and has taken the sample from the population in the Shivamogga district, Karnataka. The study states that the rural population is impacted by different forms of media and entertainment, wherein they are exposed to the advertisements which in turn, impacts consumer behavior. Instead of entire marketing concepts, the author has focused on one aspect of it i.e., Advertising.

The prospects of Rural Marketing that is, in the earlier times it was not well explored but due to the recent changes and trends of the market and other economic factors, Rural Marketing has become a new but interesting option to explore. Researchers Rithvikaa Kripanithi, Anitha Ramachander (April, 2018) have proposed a 4 A's model ^[1] which includes all the elements of 4 Ps of marketing as a better model in the area of rural marketing. The 4 As are Affordability, Accessibility, Availability, and Awareness. However as per the

authors, the fourth factor i.e., Awareness is yet to be implemented or to be well known in rural regions. Factors such as the income level of the rural population, their cultural beliefs have been considered and the possible outcome of those factors have been thought. In their opinion, using the 4 As marketing mix could be a better alternative. Examples were provided to showcase this. E.g., 'Vardaan' TV by Hyundai, 'Free Power Radio' by Philips, etc.

We now know that the Rural market is a vast colossal market of resources and opportunities. But are there any other factors that influence the marketing mix? How can we make marketing models more effective? To what extent does the habitat of a consumer influence their choices? Dr. N. R Mohan Prakash (Ph.D.) and M. Kethan (Jan-Feb 2018) conducted a study^[4] for this purpose. The focus and study are conducted on the habitation of the rural market and how it has evolved. This evolution can be in the form of their literacy level, income level, occupation, reference groups, and their behaviors. The study suggests that this evolution offers entry to the modern markets and how the marketing mix should be modified to adapt to the rural market.

Another angle of looking into this research is by particularly focusing on the FMCG sector and how they are banking on the rural market as their growth opportunities. A research paper by Tarun Gupta (December 2017)^[6] mentions the investments, developments in the FMCG sector, the government initiatives brought forward in that sector such as drafting a Consumer Protection Bill to protect the consumers as well as the inclusion of FDI to push the sector forward. Other opportunities and challenges have been mentioned along with the trend of the organized and unorganized sector which leads to the conclusion that there is an increase in social awareness and increased demand for branded products.

Another study^[9] was conducted by Dr. Y. M. Gosavi, Prof. Vishal Balkruhsna Samudre (August 2016) to determine the influence of selected threats on the anticipated success of entrepreneurships and small-sized businesses present

in rural regions. The rural market is described as an opportunity or chance for migrants who shift from rural or semi-urban regions to urban regions. This study has been conducted using quantitative techniques to identify the challenges faced in the field of marketing. It has been concluded that even though rural entrepreneurship is gaining its momentum due to increasing globalization and increasing competition, there is still a considerable size of a population that is reluctant to opt for this field. Moreover, adequate training has to be provided to the youth so that they are prepared to face the challenges in rural entrepreneurship. Also, that government should execute policies that would favor this type of entrepreneurship.

Another opinion Dr. T.V. Malick, J. Jothi Krishnan (April 2014) ^[10] is that any strategies of Macro-level devised for the rural market should concentrate on the availability, accessibility, and affordability, which are a part of the 4 A's. It also suggests that since a lot of uncertainty is involved in rural markets, also attention needs to be paid to several areas such as key decision areas, market research, rural marketing environment, and problems to curtail the uncertainty as much as possible, and this paper studies the aforementioned topics. They have also highlighted that development in infrastructure and distribution strategy allows for a better future for rural marketing.

We have another case study of a national level social enterprise, Sahaj eVillage ^[5]. This enterprise is involved in promoting and managing village level digital technology-driven micro-enterprises on a "for-profit basis" platform in India. It focuses on the balancing of two sides. One side is the core objective of running e-governance based services on one side and meeting the new set of objectives pushed by the government to address the rural financial inclusion goods. He talks about how the e-governance initiative is brought to the rural environment through Common Service Centers (CSCs) which are basically last mile delivery agents working on a platform which uses IT based tools to reach out to Indian population with speed, ease and economy. It includes village level entrepreneurs (VLE) who drive the CSCs' operations, financial investments,

with the promotion of the local facilities and patronage of services. According to Dr. A.V. Ramana Acharyulu (July-December 2018), Sahaj operates in the villages of Odisha, West Bengal, Tamil Nadu and Jharkhand. The recruitment and training of the VLEs enable development of the community. Also, they are supported by the provision of technology, connectivity, database management, thus improving the infrastructural facilities as well.

There are several companies that are understanding the potential of rural market ^[15]. Giants like HUL, Philips, Coca Cola, ICICI Bank have initiated rural market projects to not only promote their products for sales, but to also contribute to the development of the rural market. They have inculcated innovation in their marketing campaigns to achieve their desired outcome. For example, HUL Shakti aimed at empowering rural womenfolk with a wage for their door-to-door sales. Philips has innovated to manufacture products suitable and affordable to the rural population. For example, their Smokeless chullah (stove), Vardaan TV (low priced TV), etc.

Chapter 3

RESEARCH METHODOLOGY

The research is a non-experimental, explanatory study with an attempt to understand the factors affecting the defined objectives. This chapter deals with the research methodology and briefly discusses the tools and techniques adopted for the study.

3.1 Data Coverage

Secondary data that was collected is listed in the References section and was used in the study.

3.2 Tools & Techniques

The collected data was classified and tabulated in MS-Excel for analysis and interpretation. The graphical representation is done using MS-Excel, Power BI and a statistical test was carried out using SPSS software. The analysis is a descriptive analysis.

3.3 Variables considered

The dependent variables are none other than the 4 Ps (and 4 As used interchangeably) of the marketing mix. If we refer to Figure 1.4, we can, therefore, assume that the concept of the 4 Ps and 4 As are fairly the same and hence can be used interchangeably. That is, in situations where the traditional view of the marketing mix is considered, there we can adhere to 4 Ps, and the situations where modern marketing mix is applied, there 4 As can be considered.

As mentioned earlier in the literature review, the 4 Ps or 4 As can make or break the success of a product or service in rural India, we are considering them as the dependent variables:

1. Product (Product or service, in case of an intangible product) =

Acceptability of the product or service

2. Price of the product or service = Affordability of the product or service
3. Place (Placement of the product or service) = Availability of the product or service
4. Promotion = Awareness of the product or service

A few of the independent variables that directly or indirectly affect the dependent variables are listed below:

1. Income level - Higher Income level of the population may lead to a better purchasing power. Here the income includes both wages and salaries.
2. Literacy - Higher literacy rate leads to more awareness and more receptive to a wider range of media, possibly leading to better product awareness.
3. Occupation - Certain occupations tend to lean or rely on certain brands or products (types of products or services).
4. Reference groups (or cultural habitat) – It can impact decision making when it comes to brand or product selection and purchase.
5. Penetration of the IT sector - Leads to a development in infrastructure thus leading to overall community development which can improve the availability of the product.
6. Educational Qualification - The educational qualification might also impact the population behavior.
7. Gender – Gender is also affected by the cultural habitat when it comes to the Indian rural population.
8. Age – Certain age groups may display different types of behaviors when it comes to brands, which can affect rural marketing.

3.4 Concluding Remark

This chapter dealt with the tools and techniques discussing the research methodology for the study. The next chapter discusses about the data collected and its analysis based on various indices and statistical tests discussed in this chapter.

Chapter 4

DATA COLLECTION AND ANALYSIS

4.1 Data Collection and Analysis

The below table shows the Indian rural population growth from the year 2001-2020.

Year	Rural population	Rural population (% of total population)	Rural population growth (annual %)
2001	774881561	72.08	1.38
2002	784520682	71.76	1.24
2003	793938751	71.43	1.19
2004	803128389	71.10	1.15
2005	812106165	70.77	1.11
2006	820863650	70.43	1.07
2007	829358847	70.09	1.03
2008	837515188	69.75	0.98
2009	845260298	69.41	0.92
2010	852518004	69.07	0.85
2011	859248426	68.72	0.79
2012	865365062	68.37	0.71
2013	870936942	68.00	0.64
2014	876035725	67.62	0.58
2015	880723750	67.22	0.53
2016	885010817	66.82	0.49
2017	888869466	66.40	0.44
2018	892321651	65.97	0.39
2019	895386226	65.53	0.34

Table 4.1: Rural population growth from 2001-2019.

Source: <https://databank.worldbank.org/>

Although the population seems to be growing, the annual growth seems to be decreasing. This indicates that while the numbers of rural population are significant but there is a slow shift or transformation from rural to urban population.

The below is the data of demographics of the respondents of a sample [3]:

Demographics of a few respondents			
Variables	Categories	No. of respondents	Percentage
Gender	Male	119	68
	Female	57	32
	Total	176	100
Age (in years)	<20	21	12
	20 to <30	44	25
	30 to <40	65	37
	40 to <50	31	18
	50 and above	15	9
	Total	176	100
Educational Qualification	Up to 10th	94	53
	Up to 12th	41	23
	Graduation	27	15
	Post-graduation	14	8
	Total	176	100
Occupation	Student	18	10
	Agriculturist	78	44
	Govt. Employee	30	17
	Business	17	10
	Housewife	17	10
	Self Employed	5	3
	Total	176	100
Annual Income (Rs in Lakhs)	Up to 1	23	13
	>1 to 2	79	45
	>2 to 3	58	33
	3 and above	16	9
	Total	176	100
Hobbies	Reading	14	8
	Watching TV	58	33
	Listening to music	34	19
	Working	57	32
	Playing	13	7
	Total	176	100

Table 4.2: Demographics of respondents (sample size = 176)

Source: See reference [3].

The demographic characteristics chosen [3] were: 1) Gender, 2) Age, 3) Education, 4) Occupation, 5) Annual Income, and 6) Hobbies of the respondents:

- 1) Gender: The total sample consisted of 176 members, in which 68% i.e., 119 were male and the rest 32% i.e., 57 were female respondents. The proportion of female participants is comparatively less than those of males can be assumed due to the cultural background of rural India. In rural India, generally, women hesitate to participate and voice out their opinion due to the patriarchal system being prevalent.
- 2) Age: If we look towards the segregation of the population on an age basis, we can see that the majority of the participants are youths in the age bracket of 20-40 years old. When there is a good population of youth, there is a good chance of making certain brands aware, like cosmetics or articles of self-care and grooming, etc.
- 3) Educational Qualification: According to the data, the maximum of respondents has had their education up to SSLC and PUC. Again, if the population is educated then the means of promoting the product or increasing the awareness of the product becomes easier. People can gauge the product for themselves and might become potential customers in the process. Also, in the long process, better literacy leads to better occupations with good income which in turn leads to better purchasing power.
- 4) Occupation: Maximum of the sample have agriculture as their main occupation. Next, being the Government service employees and housewives sharing an almost equal percentage in the sample size. Again, if we consider these two demographics, certain brands or FMCG products have a good opportunity to cash in.
- 5) Income groups: The maximum percentage of respondents are in the income bracket of greater than 1 lakh rupees to 2 lakh rupees. The logic is quite simple, better the income, better purchasing power of the

customers. Better purchasing power, more opportunities to sell the product.

- 6) Hobbies: We can see that 33% of the sample have their hobbies as watching TV which could be a potential pathway for the promotion of products or services. Another 32% have their hobby as working i.e., domestic work. Also, a few people have reading as a hobby, for them, printed media could be a viable source for promotion.

The below secondary data shows the rural share in stock of consumer goods:

Rural share in stock of consumer goods						
Stock	1995-96 (in'000)	Share in percent	2001-02 (in'000)	Share in percent	2009-10 (in'000)	Share in percent
Cars/Jeeps	197	7.4	389	6.9	1876	9.3
Motorcycle	2210	45.8	6710	50.4	3724	55
Scooters	2496	25.2	4416	29.8	6125	32
Mopeds	2096	37.3	3930	42.2	7333	46.6
Automotive	6999	30.5	15445	35.9	50058	42.5
Television	21411	40.7	40605	47.6	63295	44.9
All Fans	37990	42.4	74673	49.3	157237	49
Other White goods	3337	13.5	7766	16.7	16730	16.7
Low-cost items	226952	57.9	313892	58.7	521999	58.5

Table 4.3: The rural share in stock of consumer goods

Source: *The Great Indian Market, National Council of Applied Economic Research*

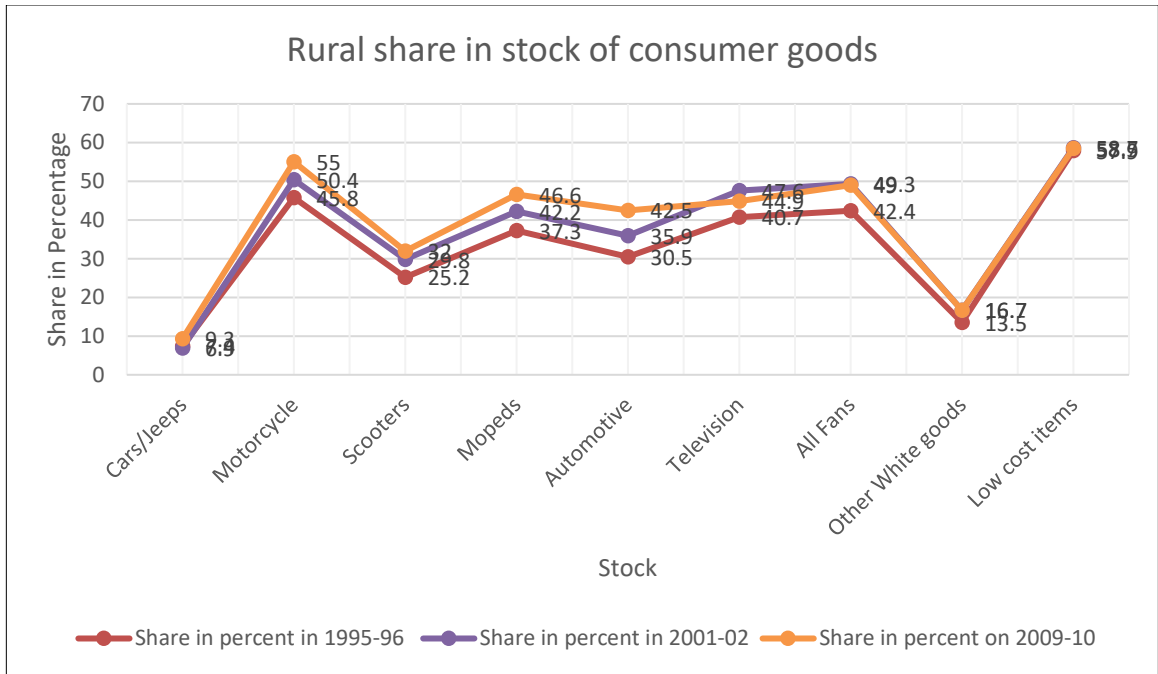


Figure 4.1: Rural share in stock of consumer goods (Line chart)

Source: *The Great Indian Market, National Council of Applied Economic Research*

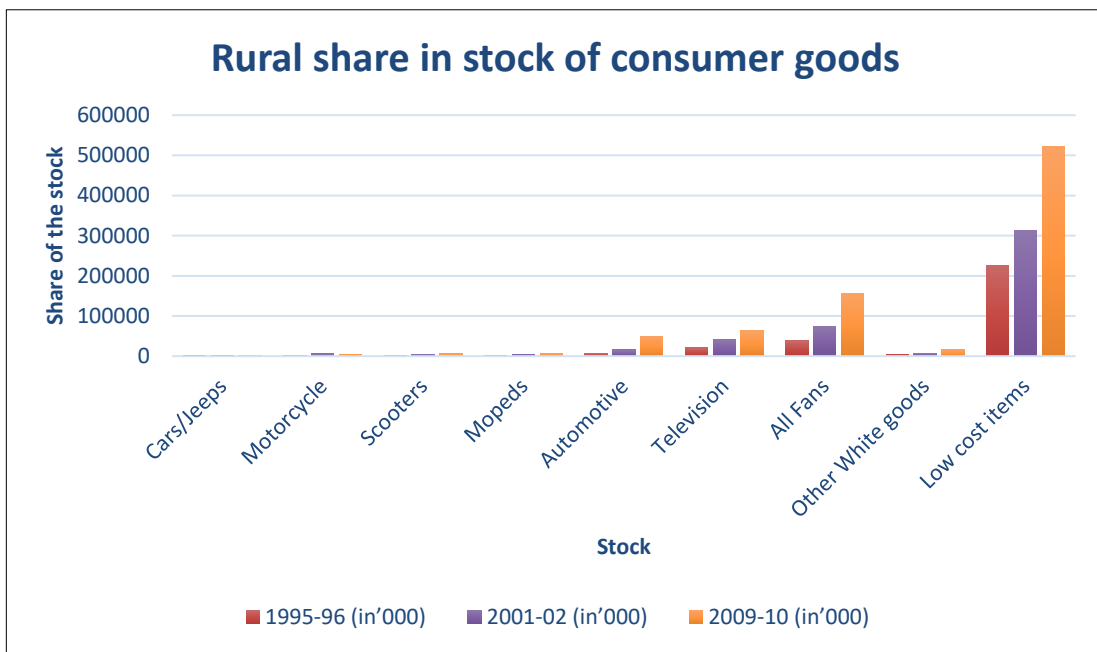


Figure 4.2: Rural share in stock of consumer goods (Bar chart)

Source: *The Great Indian Market, National Council of Applied Economic Research*

The graphs- Figure 4.1 and 4.2, shows that the trends are rising steadily in the

years it has been recorded, with the rural share stock of low-cost items being almost constant over the years.

However, if we consider Figure 4.2, there has been a significant increase in the demand of All fans, other white goods, and other low-cost items, signaling that the market for these items has a very good demand. While costlier articles such as cars/jeeps, motorcycles, etc., have demand which is steadily increasing over the years but still has relatively a smaller number of stocks compared to other articles.

This again signals at the purchasing power of the population along with the predominant requirements of the consumer. The rural population having limited or less income would tend to purchase the products that have necessary for the sustenance of daily life.

Hence production and marketing of such low-cost but highly valued products would be beneficial for the organizations and would prove to be a fruitful investment.

The below secondary data shows the difference in rural and urban demand:

Difference in rural urban demand (in thousands)					
Year	Category	Two Wheelers	Televisions	Other White Goods	Low-cost goods
2001-02	Rural	1626	6400	139	45139
	Urban	2279	5334	4585	29971
2009-10	Rural	4497	7712	3122	88607
	Urban	4896	9746	10028	55908

Table 4.4: Difference between rural and urban demand.

Source: *The Great Indian Market, National Council of Applied Economic Research*

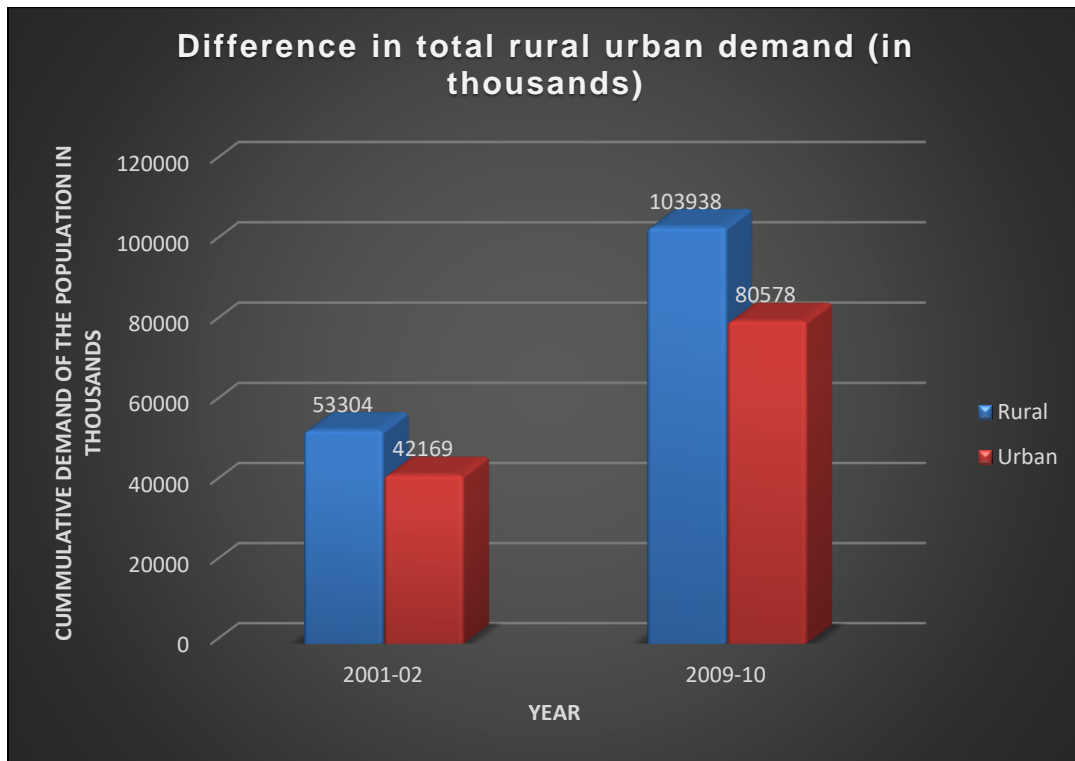


Figure 4.3: Difference between rural and urban demand

Source: *The Great Indian Market, National Council of Applied Economic Research*

If we consider only the cumulative demand then we see a rise in the trend in both rural and urban. However, if we consider the barriers faced by the rural population, such as lack of infrastructure, improper distribution routes, less developed modes of transports and the absence of good roadways for transport, along with the low-income level (compared to the urban population), and other factors, this growth in demand is a very good sign and a positive reinforcement to organizations that are ready to innovate and invest in new ventures. Such organizations have to create a strategic model that suits the rural population and also has to find dynamic ways to keep the marketing and distribution system running.

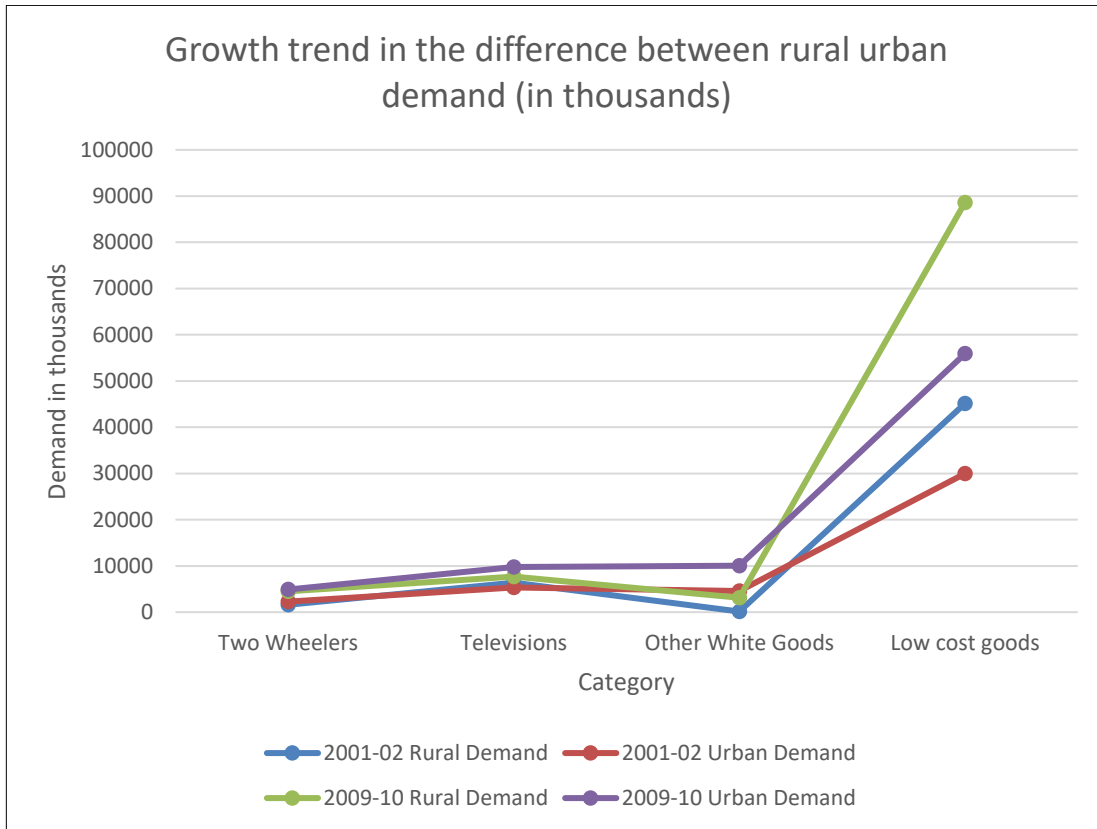


Figure 4.4: Growth trend of difference between rural and urban demand

Source: *The Great Indian Market, National Council of Applied Economic Research*

Referring to Figure 4.4, we can observe that in 2009-10 rural demand, there is a spike in the demand for low-cost goods, compared to other demand curves and other years. This again hints back to the fact that even though the income level and purchasing power of the rural population have been increasing, they are focusing on purchasing items of necessity mostly. This could also hint that there is insufficient promotion done by organizations selling other commodities. Another meaning that could be derived here is that the organizations are selling commodities that are not fit for the rural population. For example, a TV company is trying to sell an LCD TV to the rural market, whereas the requirement is of low power or low voltage consuming TV. Hence organizations need to do thorough research before proceeding to the rural market.

Changes in population and economically active persons in rural areas between 2004-05 and 2011-12						
Particulars	Male		Female		Total	
	2004-05	2011-12	2004-05	2011-12	2004-05	2011-12
1. Population	401	432	379	410	780	842
2. LFPR (%)	56	55	33	25	45	41
3. Labour force	223	239	126	104	349	342
4. Workforce	219	235	124	102	343	336
4.1 Agriculture	146	139	103	76	249	216
4.1.1 Cultivators	93	92	67	49	160	141
4.1.2 Agril. labour	53	48	37	27	89	75
4.2 Non-farm	73	95	21	26	94	121

Table 4.5: Changes in economically active Indian population

Source: NITI Aayog

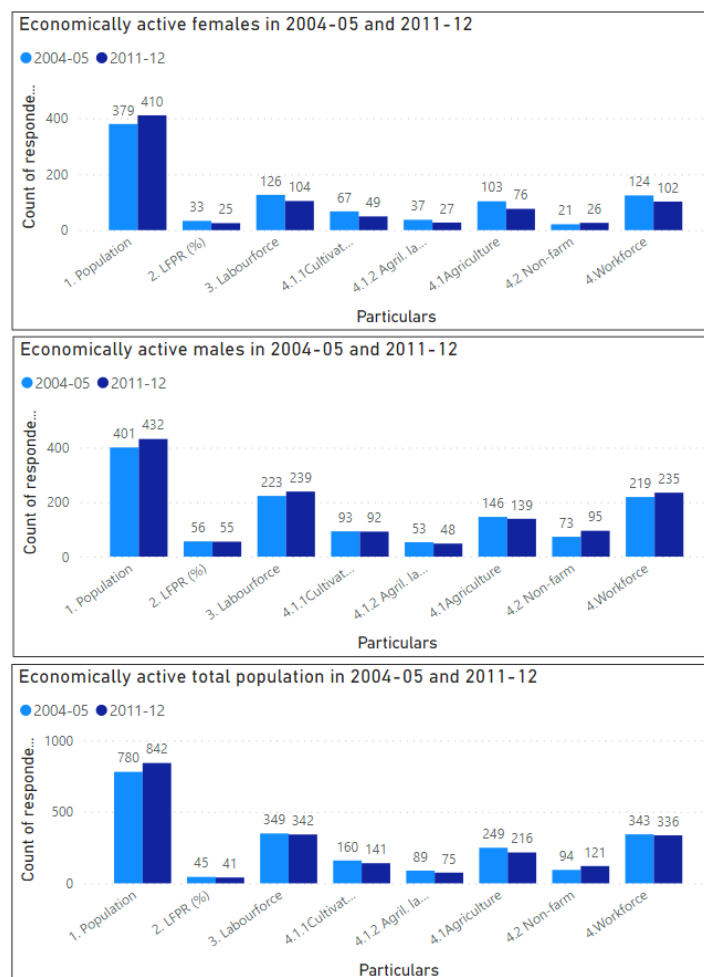


Figure 4.5: Economically active rural Indian population

Source: NITI Aayog

It can be seen from table 4.5, that the rural workforce pertaining to agriculture is decreasing over the years, more prominent in the case of females. Government education schemes and the growing awareness in the rural population that education can contribute to a better standard of living, etc., (Figure 4.6 and 4.10) can be some of the factors affecting the trend.

Labor Force Participation Rate (LPFR) indicates the part or share of a population that is either searching for jobs or is currently working. One of the reasons for the fall in LFPR is reported to be their increased enrolment in education^[13] which is seen across all household-types between 2004-05 and 2011-12.

However, the decrease in LPFR rate (table 4.5) indicates that a large share of the rural population is unemployed or is having an unstable source of income. This can affect the price-sensitivity of the consumers, forcing them to look for cheaper but sustainable alternatives. A significant number of rural workers are reliant on self-employment in agriculture field (table 4.6). The second most significant proportion is engaged in Labor, indicating that their priority would be sustenance at a sustainable price, implying that the product pack size and price are crucial for a company's sales.

Distribution of Households in Rural & Urban Households by Occupation (2004-2005)		
Source	Rural Households (%)	Urban Households (%)
Regular Salary/Wages	10.5	36.9
Self-employment in non-agricultural fields	11.5	32.5
Labour	34.6	22.9
Self-employment in agricultural fields	41.3	3.1
Others	2.1	4.96

Table 4.6: Distribution of households by occupation in 2004-05

Source: See Reference [13]

The graphical representation of table 4.6 is provided in figure 4.6.

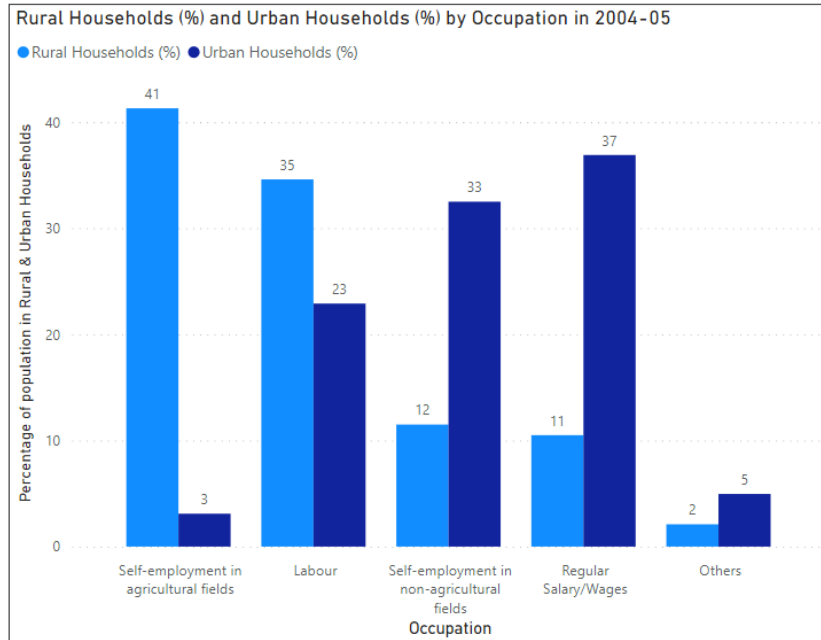


Figure 4.6: Population and distribution by occupation in 2004-05

Source: See Reference [13]

Figure 4.6 shows the difference between both rural and urban population visually, allowing an easier interpretation of the occupation preferences which can affect their needs and wants. It indicates the price-sensitive nature of the rural population. Hence, as per the research and secondary data [8], it can be said that the price and the product itself (table 4.7) has an impact on the population's behavior and is an important aspect to consider for rural marketing.

	Variables	Factor Loadings
Style (Factor 1)	My Choice of buying product is determined by its packing style	0.787
	I sometimes buy products I did not plan for because of their attractive packaging	0.551
	The materials used in a product packing play an important role on my purchasing a product	0.746
	The standard design is the most important issue for me in purchasing a product	0.498
Visual Attributes (Factor 2)	The size of the packaging plays an important role on my purchasing intention	0.605
	The present characteristics such as graphical design has an impact on purchasing	0.793
	The design of the packaging product is important for me to buy a product	0.633
	The color of packaging plays an important role in buying a product	0.52
Appeal (Factor 3)	Good packaging is appealing to me	0.913
Identification (Factor 4)	Good and attractive packaging adds value and quality to the product	0.452
	Attractive packaging makes product identification easier	0.558
	Using a good technology plays an important role attracting people for buying a product	0.812
Brand Name (Factor 5)	The brand plays an important role on purchasing a product	0.842
Informative (Factor 6)	The information specified on the label of product play an important role on purchasing a product	0.5
	The name of the product is the most important influencing parameters on purchasing a product	0.893
Attraction (Factor 7)	Product package attracts first before anything else	0.837

Table 4.7: Product packaging factors affecting rural population.

Source: See Reference [14].

Table 4.7 discusses the factors related to the packaging of a product that influences the rural population. The factor loadings ^[14] indicates that the rural counterparts are also influenced by packaging style, product information displayed on it, brand name, etc. This indicates that the product itself and its promotion is does affect the rural customers and is an important aspect.

		Preferred Media of Advertisements						
		TV	Newspaper	Radio	Magazine	Billboard/ Hoardings	Internet	Total
Observed Frequency		87	30	11	8	18	22	176
Expected Frequency		29.333 3	29.3333333	29.333333	29.333333	29.333333	29.3333	176

Table 4.8: Preferred media on a few respondents

Source: The Great Indian Market, National Council of Applied Economic Research

The observed frequency of preferred media of advertisements (table 4.8) for a sample size of 176 can be put into graph as below:

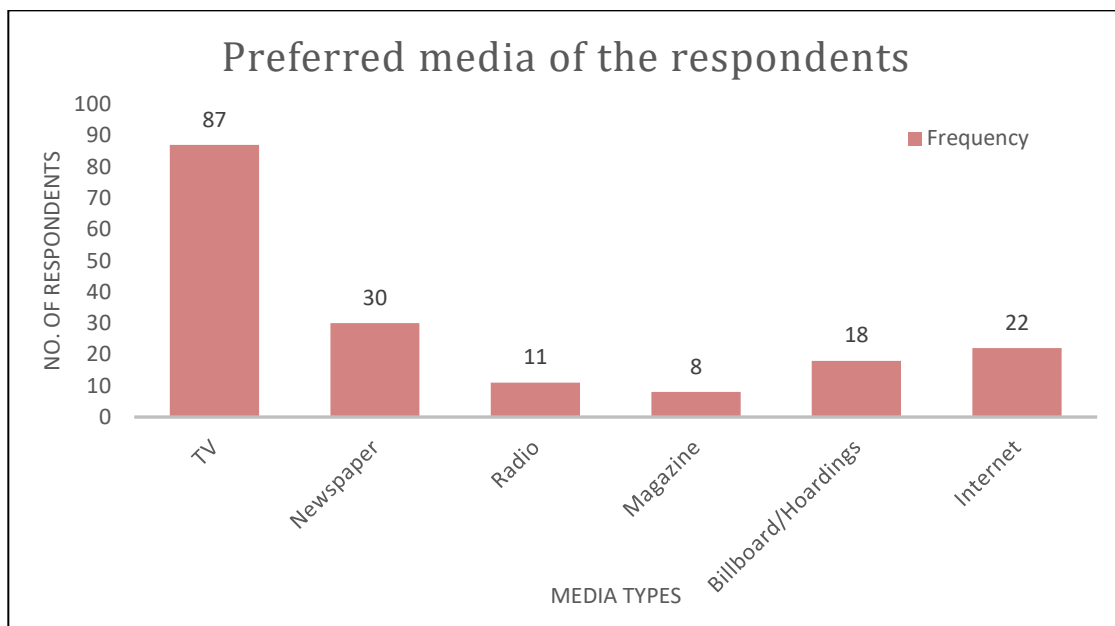


Figure 4.7: Graphical representation of preferred media on respondents.

Source: The Great Indian Market, National Council of Applied Economic Research

From the above figure 4.7 we can say that TV is the most preferred mode of advertisement showcasing that mode of advertisement might have an impact on the consumers. Hence among the population it was highlighted [3], that media plays an important role in creating an awareness of the product. Also, if we perform a Chi-square test (Figure 4.8) on this data, we get the p value (asympt. sig) as 0.00 which is less than 0.05, thus the promotion or awareness

of the product through various medias may have an impact on the population.

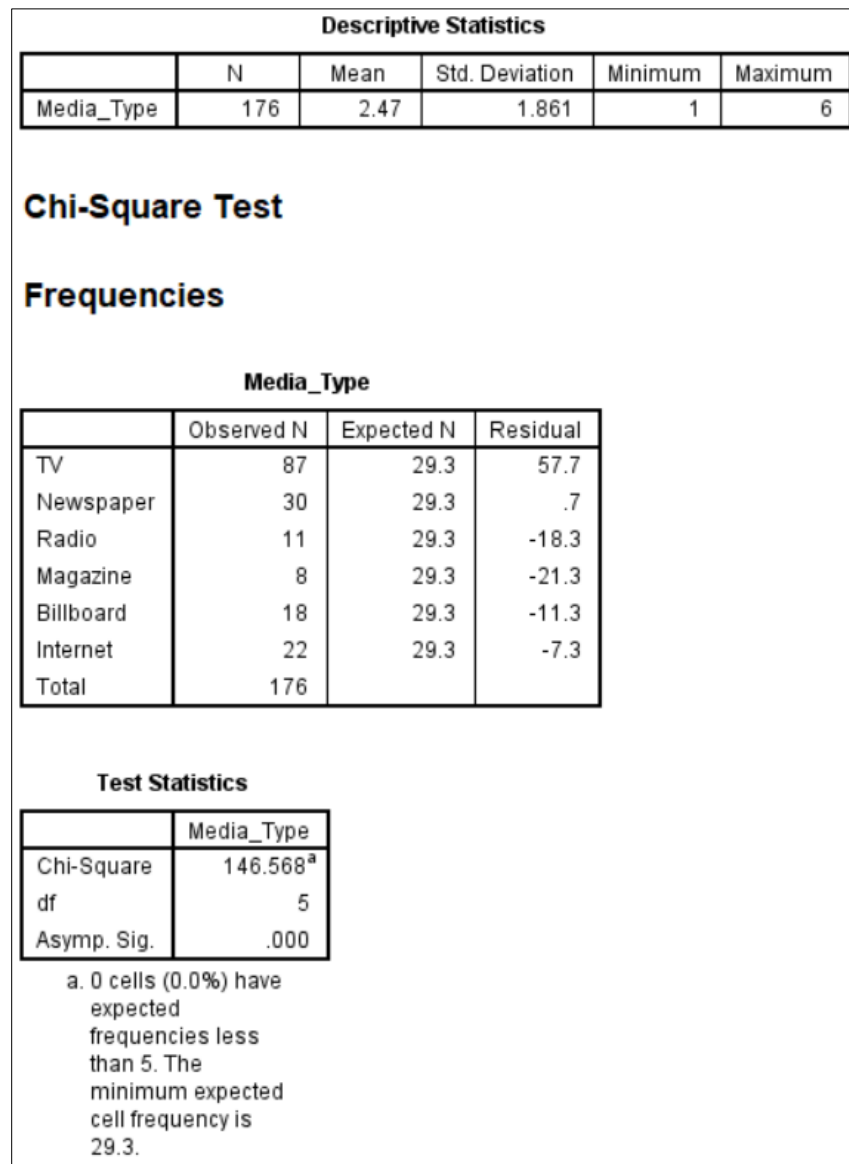


Figure 4.8: Chi-square test of preferred media on respondents

Source: Table 4.8

Next data (table 4.9) pertains to the sources from which rural consumers receive information of consumer durables and its different brands. This is from the same sample utilized for table 4.2. It can be seen that the major source is advertisement, combining that with the data from table 4.8, it can be inferred that for the rural target market, the mode of advertisements through television might be the most influential method to promote a product as it covers 63% of

the sample tested.

Source of knowledge about different brands of consumer durables		
Source of knowledge	Frequency	Percent
Advertisement	112	63.63636
Visit Shop	14	7.954545
Window displays	16	9.090909
Friends and relatives	14	7.954545
Previous experience	9	5.113636
Sales personnel/Dealers	11	6.25
Total	176	100

Table 4.9: Source of knowledge about different brands (of consumer durables)

Source: See reference [3]

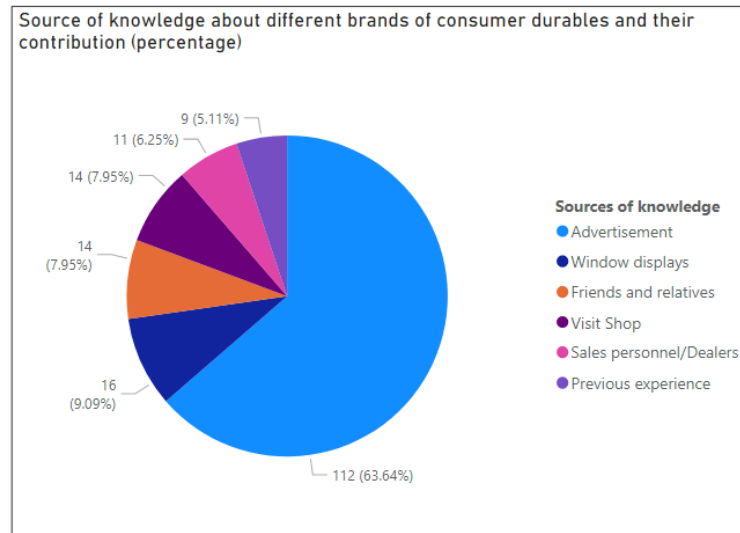


Figure 4.9: Source of knowledge about different brands (of consumer durables)

Source: Table 4.9. See reference [3]

Again, the above table 4.8 suggests that organization's promotion has more impact on the population, that is the more awareness is effectively created through promotional activities.

There are several Government schemes that were initiated for the rural India development that can contribute to the rural marketing as well. Schemes like Pradhan Mantri Gram Sadak Yojana, Gramin Bhandaran Yojna, National Rural Livelihood Mission, MNREGA, Make in India, Digital India Program, Startup India, etc., promotes growth and distribution opportunities in rural India. There is a bundling of government schemes under one scheme, which is Pradhan Mantri Adarsh Gram Yojna that engages in the development of the rural areas. This can help in the improvement and development of the infrastructural facilities as well.

Most of the government schemes directly or indirectly affect the development of the rural areas, thus easing the overall marketing process for the rural marketeers. For example, if we consider a factor such as Literacy rate for rural India, National Literacy Mission Program was and is a major scheme that strives for a literate society.

Literacy Rate in 2001 and 2011 (in percentage)			
	2001	2011	Difference
India	64.84%	72.99%	8.15%
Rural	58.74%	67.77%	9.03%
Urban	79.92%	84.11%	4.19%

Table 4.10: Literacy rate in 2001 and 2011 in India

Source: See Reference [13]

Table 4.10 shows the literacy rate and its development in the Indian population. It can be seen that the growth of literacy rate in rural India is greater than its urban counterpart. Improving literacy rate can impact the population in many ways, such as in personal and professional growth. This shows that the rural population can interpret information better, which can develop their unique needs, preferences. This can also impact their lifestyle allowing them to develop their infrastructural and operational facilities. This could provide a potential for companies to invest and attract rural customers. It also allows the companies to innovate solutions and deliver them accordingly. Thus, increasing literacy is an opportunity to both consumers and their providers. Figure 4.10 shows the graphical representation of table 4.9 for the years 2001 and 2011.

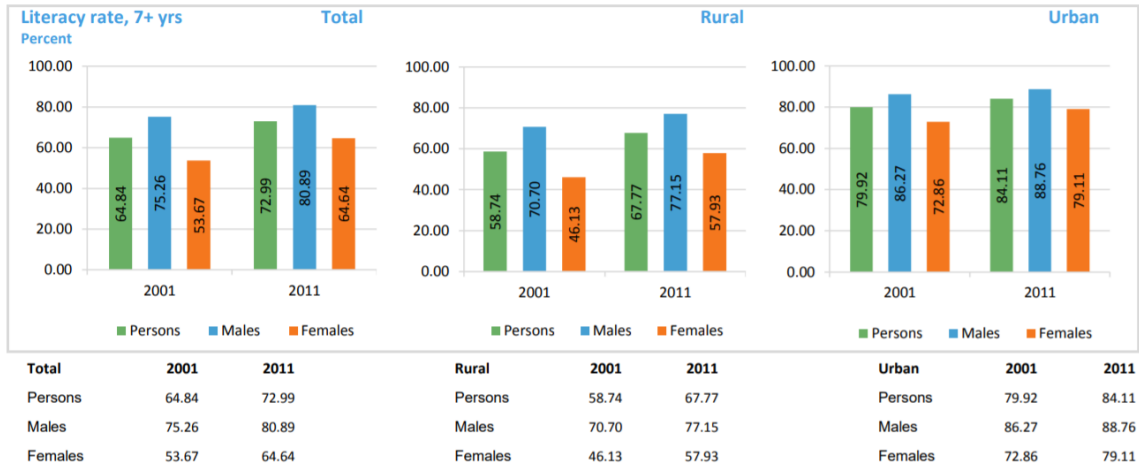


Figure 4.10: Literacy rate in 2001 and 2011

Source: Census of India (<https://censusindia.gov.in/>)

Table 4.11 discusses about the problems faced by rural marketeers in the marketing process in rural market. It is mostly related to finances and infrastructure pertaining to distribution process. Though the infrastructure is ranked lower but it does affect the business plans in some way as it is a crucial part of the process.

Problems encountered by the Rural Marketeers				
Sno.	Statement	No. of respondents		Percent
		Yes	No	
1	Long distance travel to market products or services	40%	60%	100%
2	Family support	60%	40%	100%
3	High start-up capital	70%	30%	100%
4	Faced difficulties to prepare credible business plans for bank loans	80%	20%	100%
5	Lack of basic infrastructure (roads, water, transportation and electricity) at their places	50%	50%	100%

Table 4.11: Common problems encountered by rural marketeers

Source: See reference [9]

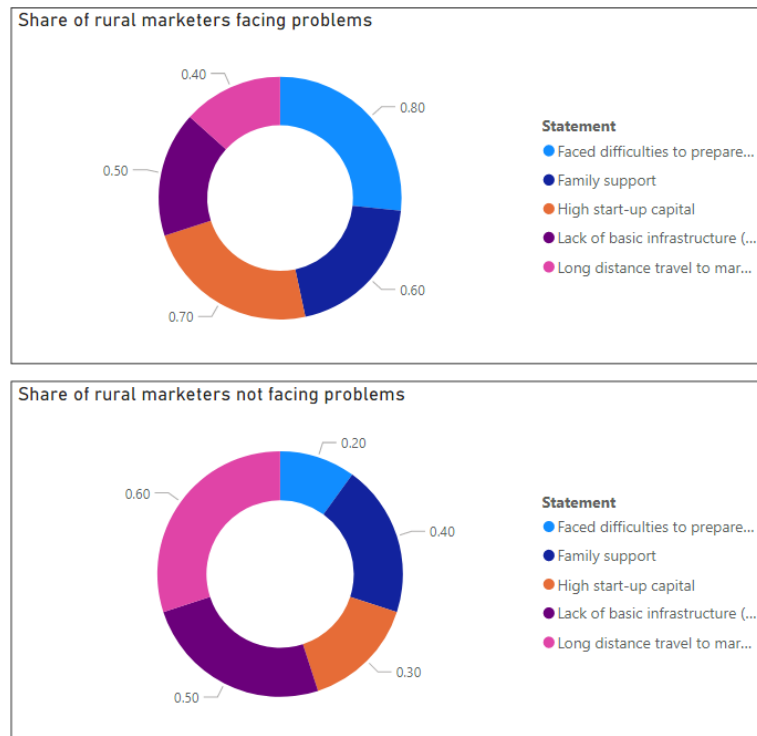


Figure 4.11: Share of problems faced/not faced by rural marketers

Source: Table 4.11

Combining with the data from table 4.6, it can be seen that the place (distribution) or availability of the products is affected by several factors such as long distance and infrastructure issues, and that the place of distribution contributes to the sales of product and dissemination of the product's knowledge. Thus, we can say that the placement and distribution of the product affects the rural market as it affects the reach of the potential customers.

4.2 Findings

The following are the findings to understand the potential of rural marketing:

- The rural population and the market are very huge in size.
- Although the rate of rural population growth might be decreasing, there is still some growth in the market.
- There is technological development in the rural areas, which could facilitate the marketing process. Schemes like Digital India, etc., contribute to the technological development.

- The increasing standards of living, income levels can contribute to the purchasing power of the rural customers.
- However, majority of the rural population are price sensitive and look for products with long-high value and sustainability at an affordable price.
- Improvement of distribution facilities due to Government schemes would lead to better availability of products/services within the consumers' reach.
- Employment opportunities are created, either through the government schemes (e.g., Integrated Rural Development Program, Startup India, etc.), which again leads to better purchasing power of the rural population. Companies planning to invest in rural market can replicate a similar model to earn workforce and create a brand awareness and loyalty through the same.
- Media growth is prominent as most of the rural population have access to a media channel in some form or the other. Hence promotion of products can be facilitated with ease, provided the content of the promotion appeals to the rural customer.

Some of the obstacles in rural marketing in India:

- The rural land area in India is approximately 2980489.25 sq. km according to Census of India 2011. Ensuring availability of products and its reach to the rural customers is a tough task. Hence rural marketers would need to find ways to provide the availability of products.
- Affordability of products is a significant concern in a customer's eyes, more so for a rural customer.
- Acceptability of new products or from new brands might be a challenge. The appropriateness, utility of the product/service and its value would enable the acceptability of the same.
- Creating awareness of the product/service in the target market might be difficult in places where technology is yet to have a strong foothold. For example, FMCG companies that would like to establish its sales in the most remote villages/regions, lack of awareness might hinder the sales.

4.3 Concluding Remark

This chapter explained the analysis based on the factors that may impact the scope of marketing in rural India. The next chapter discusses the recommendations and conclusions of the study.

Chapter 5

RECOMMENDATIONS & CONCLUSION

This chapter details the recommendations and conclusion of the study 'Scope of Marketing in Rural India' based on the analysis and findings.

5.1 Recommendations

Marketers should be aware of the prevailing conditions of the rural market. Proper research should be carried out as even though the initial investment may be less, but the investment and the marketing campaign should have a recognizable impact on the population. In urban India it is easy to persuade the consumer as most of them are exposed to higher end of resources and technology, while the same cannot be said for the rural population where there are issues with basic and fundamental qualities such as exposure to outside world for the females.

A proper model should be setup where the product or service should be price-sensitive and yet yield a significant long-term value. Aggressive promotion may not work in the case of rural market as word-of-mouth or the opinion of a prominent figure in the village/rural space may be much more impactful. In a general observation, the packaging or appeal of the product does matter which sparks an initial curiosity towards the product. While the urban population may prefer more classy and subtle product packaging, for the rural population, flashy and colorful packaging may attract their attention. Smaller, cheaper product packs can be offered to accommodate the daily wage population.

Companies or marketers should be prepared to accept the cost towards the infrastructure and distribution of their products as rural markets tend to have a weaker transportation network. They can improvise by organizing melas or events to mass distribute the products, inviting tenders for future development. Use of traditional or rural motor vehicles can be accommodated as well. For promotion use of traditional methods such as folk songs, puppetry, wall

paintings/murals can also be used to attract the customers. Hence, the most suitable traditional marketing mix would be to focus more on the price and placement (distribution) of the product with moderate focus on the packaging and promotion.

5.2 Conclusion

Rural marketing now is new marketing that not only supports the organizations to achieve their goals but also enables the development of the rural community. Of course, a lot of research, planning, trials, re-analysis are required when it comes to the practical application of the concept. Also, the organizations do not need to adhere to the traditional marketing mix. Both traditional and modern marketing mix are equally practical in the field. The choice is up to the marketeer whether he/she wants the marketing to be product-centric or customer-centric. Indian rural market especially is a vast resource that is still yet to be utilized to its maximum potential. Once the said potential is achieved, India will no longer be a developing nation, rather it will be a developed nation. Hence there is a huge scope of marketing in rural India.

5.3 Concluding Remark

This chapter discussed the recommendations and the conclusion. The following chapter discusses the limitations and the scope of further research that may be conducted.

Chapter 6

LIMITATIONS

To allow researchers with insight for further analysis, this chapter presents the limitation of study and scope for further work. The limitations of the study can be overcome when available with required resources such as manpower, time, and technology.

6.1 Limitations of the Research

The study is subject to some limitations that may be explored in further works in the future. The study used secondary data which may not be reliable and accurate. The yearly data of 10-20 years has been used for the study limiting the period under analysis. Recent data may help in shedding light on the recent trend analysis. Moreover, there is a chance that the pandemic Covid-19 could impact the trends, consumer's and marketer's mindset and focus. There is a possibility of drastic changes in the economy or the media exposure received by the rural population. Despite these limitations, this study has provided several important insights.

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