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## “Rural Marketing”

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### **Introduction:-**

Over the year, the Government of India and various state governments have been emphasizing development of rural areas through investment in improving infrastructure, increasing farm productivity, introducing modern agricultural technology and formulating and implementing schemes for employment generation. These efforts have resulted in making India's rural economy more vibrant and prosperous. This has far-reaching implication for marketers. On the one hand, the demand for agricultural inputs such as farm equipment and machinery, high – yielding varieties of seeds, fertilizers, pesticides, banking services as well as the demand for factory-made products for personal and family consumption such as detergents, personal care product, and television receivers have also increased significantly.

On the other, the increased output of the rural economy, namely, food grains, fruits and vegetables, milk, poultry products, handloom and handicraft products, need to be marketed to processing and consumption centers, usually in urban areas.

### **Objectives:-**

- To know an importance of Rural Marketing.
- To study the effective features of Rural Marketing.
- To enhance this task in rural area.

### **Scope of Rural Marketing:-**

The concept of rural marketing in Indian economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioral factors operating in the country. The rural population in



India accounts for around 627 million, which is exactly 74.3 percent of the total population. The rural markets in India bring in bigger revenues in the country, as the rural regions comprise of the maximum consumers 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 classified under two broad categories. These are (a) the markets for consumer goods that comprise of both durable and non-durable goods, and (b) the markets for agricultural inputs that include fertilizers, pesticides, seeds, and so on.

#### **Data Collection: -**

It is a secondary data collection. This collection of data is generally taken from various sources like Internet, Text book, Reference books, Papers etc.

#### **Scope of Rural Marketing in India:-**

In early nineties and the subsequent phenomenon of globalization have led to huge inflow of huge foreign investments and entry of large numbers of multinational corporations in India. India in last almost twenty years has witnessed a remarkable shift in its economic, social and technological environment. The liberalization and privatization policies initiated by the Indian government. These companies are mostly operating in BFSI (banking, financial services and insurance), retail, automobile, telecom, consumer durable and IT sectors. Besides many domestic Indian companies, especially those in ICT, automobile, textile and engineering products have also expanded their operations into overseas markets. As products and markets are turning global, companies are facing intense competition both within the domestic as well as in the international markets. Task of marketers in recent years has become more challenging due to shift in the demographic profile and requirements of customers. Firms operating in industries such as FMCG, telecommunication, insurance, financial services, consumer durable and automobiles are nowadays employing innovative marketing practices for their survival as well as to increase their market share. These companies are now shifting their focus away from the already saturated metros and tier-I cities to the rural and semi urban towns, to increase their revenues and market base.

#### **Multi-channel communications**

Push and pull message technologies can be used in conjunction. For example, an email campaign can include a banner ad or link to a content download.



**regulation**

The ICC Code has integrated rules that apply to marketing communications using digital interactive media throughout the guidelines. There is also an entirely updated section dealing with issues specific to digital interactive media techniques and platforms. Code self-regulation on use of digital interactive media includes:

- Clear and transparent mechanisms to enable consumers to choose not to have their data collected for advertising or marketing purposes;
- Clear indication that a social network site is commercial and is under the control or influence of a marketer;
- Limits are set so that marketers communicate directly only when there are reasonable grounds to believe that the consumer has an interest in what is being offered;
- Respect for the rules and standards of acceptable commercial behavior in social networks and the posting of marketing messages only when the forum or site has clearly indicated its willingness to receive them;
- Special attention and protection for children.

**Conclusion:-**

After the completion of this study it is concluded that digital marketing is being one of the important concepts in marketing field. We should adopt this concept of digital marketing in any kind of organization concern.

**Bibliography: -**

- Wikipedia.com.
- Reference Books.
- Text Book.

[www.google.com](http://www.google.com)

