

---

**“Decoding the Rural Marketing Prospects in India: The Road Ahead”**

**DR. NEHA V. SHAH,**  
ASSISTANT PROFESSOR (CES)  
DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT  
FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
VADODARA [GUJARAT] 390 002

**Abstract**

India has more than 6, 50,000 villages, in which more than half of its population live in rural areas. Most villages are cut off from the mainstream to get benefitted from the economic progress taking place in urban India. Rural Marketing is the process of taking region specific goods and services to the rural market leading to exchanges between urban and rural markets simultaneously satisfying consumer demand and achieving organizational objectives. Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 20 Billion by 2018 and US\$ 100 Billion by 2025.

**An attempt in this research paper has been made to offer concise review on rural marketing in India prospects and challenges that has led to few questions such as. Whether different strategies to be adopted in the rural market in comparison to urban market? What if consumers are not aware of various brands in rural area? Is there any fixed way of marketing in rural markets? It is possible to tap the rural markets through innovative marketing ideas? Whether successful marketing strategies adopted by the companies will be acceptable always? What companies should do to succeed in rural market? Whether rural needs from product design to branding and from packaging to after sale services should differ from urban counterparts.**

**The author has also given brief idea about features of rural marketing in India and explored about the growth of various sectors in rural market. An attempt has been made in this paper to identify prospects and challenges related to rural marketing in India.**

## **“Decoding the Rural Marketing Prospects in India: The Road Ahead”**

### **Prologue**

India is an agro-based economy and the growth of most of the other sectors of economy is driven by rural demand (Meenu Rani, 2013). India has more than 6, 50,000 villages, in which more than half of its population live in rural areas. Most villages are cut off from the mainstream to get benefitted from the economic progress taking place in urban India (Prof. M. N. Hoda and Dr. Durgesh Kumar Mishra, 2015). Rural population in India was last measured at 67.63 percent in 2014, according to the World Bank. Rural population refers to people living in rural areas as defined by national statistical offices. It is calculated as the difference between total population and urban population ([www.tradingeconomics.com](http://www.tradingeconomics.com)).

The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma ([www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)). The size of rural market itself speaks of its potential. Now the manufacturers are looking forward to capture the opportunities in this new era of market in India, as they are witnessing a decline in their growth rates in urban markets due to market saturation and they do have a huge, untouched and untapped rural Indian market. (Meenu Rani, 2013).

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives ([www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)). Rural Marketing is the process of taking region specific goods and services to the rural market leading to exchanges between urban and rural markets simultaneously satisfying consumer demand and achieving organizational objectives ([www.marketinglessons.in](http://www.marketinglessons.in))

Broadly rural marketing incorporates the marketing of agricultural products, rural industries products and services of many kinds. In fact marketing is a dynamic state of affairs and is part and parcel of the whole economy. Thus production and marketing are the two facets of a coin. Rural marketing constitutes the nerve centre of rural development activities. Rural marketing is a two way marketing process. The content now encompasses not only marketing of products which flow to rural areas, but also products which flow to urban areas from rural areas (Dr. T.V. Malick<sup>1</sup>, J. Jothi Krishnan 2014). Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also outflow of products to urban areas. The rural market has been growing steadily over the past few years and is now even bigger than the urban market. About 70 per cent of India's population lives in villages. More than 800 million people live in villages of India. 'Go rural' is the marketer's new slogan. Indian marketers as well as multinationals, such as Colgate-Palmolive, Godrej and Hindustan Lever have focused on rural markets. Thus, looking at the opportunities, which rural markets offer to the marketers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage ([www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)).

The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is estimated to cross US\$ 20 Billion by 2018 and US\$ 100 Billion by 2025. The rural FMCG market expanded at a

CAGR of 13.2 per cent to US\$ 100 Billion during 2009–15( [www.ibef.org](http://www.ibef.org))In rural markets, durables like refrigerators as well as consumer electronic goods are likely to witness growing demand in the coming years as the government plans to invest significantly in rural electrification.FMCG companies are overhauling distribution network ,reaching out to untapped rural market,rejiging product and price mix,sputring consumptions through family packs and volume discounts ([www.business-standard.com](http://www.business-standard.com)).



Source: [www.ibef.org](http://www.ibef.org)

Rural consumers are particularly aspiring or striving to purchase branded, high quality products. Consequently, businesses in India are optimistic about growth of the country's rural consumer markets, which is expected to be faster than urban consumer markets ( [www.ibef.org](http://www.ibef.org)).India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2 per cent since 2000. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to cross US\$ 20 billion mark by 2018 and reach US\$ 100 billion by 2025( [www.ibef.org](http://www.ibef.org)) The Major Players In The Rural Market are Hindustan Lever,Coca-Cola,Colgate,Gillette,Unilever,Phillips and Nestle (Mr. Ankit Goel, Mrs. Parul Garg ,2014).

#### **FEATURES OF RURAL MARKETING:**

The main reason why the companies are focusing on rural market and developing effective strategies is to tap the market potential that can be identified as follows:

##### **1. Large and scattered population:**

According to the 2001 census, 740 million Indians forming 70 per cent of India's population live in rural areas. The rate of increase in rural population is also greater than that of urban population. The rural population is scattered in over 6 lakhs villages. The rural population is highly scattered, but holds a big promise for the marketers ([www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)).

##### **2. Higher purchasing capacity:**

Purchasing power of the rural people is on rise. Marketers have realized the potential of rural markets, and thus are expanding their operations in rural India. In recent years, rural markets have acquired significance in countries like China and India, as the overall growth of the economy has resulted into substantial increase in purchasing power of rural communities (Ibid).

### 3. Market growth:

The rural market is growing steadily over the years. Demand for traditional products such as bicycles, mopeds and agricultural inputs; branded products such as toothpaste, tea, soaps and other FMCGs; and consumer durables such as refrigerators, TV and washing machines has also grown over the years(Ibid).

### 4. Development of infrastructure:

There is development of infrastructure facilities such as construction of roads and transportation, communication network, rural electrification and public service projects in rural India, which has increased the scope of rural marketing(Ibid).

### 5. Low standard of living:

The standard of living of rural areas is low and rural consumers have diverse socio-economic backwardness. This is different in different parts of the country. A consumer in a village area has a low standard of living because of low literacy, low per capita income, social backwardness and low savings(Ibid).

### 6. Traditional outlook:

The rural consumer values old customs and traditions. They do not prefer changes. Gradually, the rural population is changing its demand pattern, and there is demand for branded products in villages(Ibid).

### 7. Marketing mix:

The urban products cannot be dumped on rural population; separate sets of products are designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumers ([www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)).

## **REVIEW OF LITERATURE ON RURALMARKETING IN INDIA**

**An attempt has been made in this part of the paper to offer concise review on the rural marketing in India as follows:**

Pawan Kumar, Neha Dangi (2013), provided an understanding that rural market of India reside in 6, 38,000 villages and overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. The researcher also highlighted that rural market offers opportunities in the form of large untapped market, increase in disposable income, increase in literacy level and large scope for penetration which has lead to the emergence of special marketing strategy 'Rural Marketing' The researcher has provided an understanding about the rural market, importance of rural marketing and status of rural market. The researcher has aimed to study and observe the potentiality of Indian rural markets and find out various problems are being faced by rural marketer. Anil Kalotra (2013) had attempted to present a review of rural markets" environment, Problems and strategies in India. The researcher had also revealed that Rural marketing has become the latest mantra of most corporate even MNCs are eyeing rural markets to capture the large Indian market. The rural market consist 70 percent

population, twice as entire market of USA and would become bigger than total consumer market in countries like South Korea, and Canada in another 20 years. The researcher had used primary and secondary data which was collected for various market segments. Suchi K. Patel (2013) provided an understanding that rural markets have acquired importance due to the overall growth of the economy as well as an increase in the purchasing power of the rural people and due to the change in the preference of rural people. The researcher had revealed that there are huge potential and substantial growth opportunities in the rural markets, but with an added challenge, which has caused hurdles in tapping rural markets. The research study is a step forward in exploring various strategies to be adopted in the rural market along with the current scenario of rural marketing. The researcher has also highlighted key challenges related to rural marketing.

Dr.Satya Prakash Srivastava,Manish Kumar(2011), had attempted to provide an understanding that consumer behavior in the rural market is even more confusing as there is a lack of consistency in groups which are homogeneous in parameters of demographics- Age, occupation, education and income. It was found that there are three challenges that rural marketers must overcome. The first of this is the challenges of reach-markets in the rural India that are small & scattered making them inaccessible & unreliable or both. But this problem is not new & many companies let it hamper them unduly even as others overcome it with innovation. The next challenge is to ensure that the consumers are aware of your brand and want it. The third challenge in RM is influence.

V V Devi Prasad Kotni (2012) had attempted to provide an understanding that on account of green revolution, the rural areas are consuming a large quantity of industrial and urban manufactured products. The researcher had suggested various ways to tap the potential rural markets. The researcher also observed the potentiality of Indian Rural Markets and found various problems faced by rural markets. This researcher attempted to provide a brief literature on rural marketing and offered policy recommendations for better performance of rural markets by adopting SWOT analysis matrix to rural markets.Mr. K. Phanindra kumar; mr. S. Swamy (2013), provided an understanding Indian Rural Marketing has always been complex to forecast and consist of special uniqueness. The researchers proved that with proper understanding of the market and an innovative marketing idea, it is possible to bag the rural markets. The researchers explained that it is very difficult for the companies to overlook the opportunities they could get from rural markets as Two – Thirds of Indian population lives in rural areas, the market is much unexpected for the companies to be successful in rural markets. It was found that the research study was conducted to know the rural market status in India, the identification of different Rural Marketing Strategies, to highlight the Opportunities and Challenges of rural marketing in India, to analyze Rural Marketing Strategies Adopted by stated business houses. Ms. Himani Josh,Dr. R. K. Srivastava (2011), provided an understanding that in highly complex environment, it is important for the marketers to formulate tailored strategies for rural areas. The formulation of strategies depends upon product category, targeted segment, accessibility to the area etc. It is difficult to understand the mindset of rural people and to develop products according to their needs. The researchers provided an understanding of the market and implementing innovative marketing ideas, it is possible to trap the rural markets. The researchers had explored the various successful marketing strategies adopted by the companies and what new and revolutionary can further be introduced. Dr.R.P. Deshpande (2015),”revealed that a rural marketer has to be sensitive to the needs of rural consumers and must design products that archive the best fit with rural condition.



---

To succeed in rural market it is important for companies to make product that cater to all facets of rural needs from product design to branding and from packaging to after sale services. Seema Shahaji Desai (2013), explained that rural markets are characterized with huge potential for marketers, but at the same time pose several challenges to serve them with similar set of marketing mix used in urban settings. The researcher revealed that challenges in rural marketing are: Physical distribution, Channel management, Promotion and communication, Poor infrastructure, Uneconomical market size, Diverse socio-economic Consumer profile. The researcher also suggested that the marketers need to design creative solutions to achieve success in rural markets. The problems of physical distribution and channel management adversely affect the quality of service (delivery) and cost. With poor or even no means of communication to exchange information with rural consumers directly, the success of a brand depends largely on the village retailers.

Meenu Rani (2013),”revealed the to present and the current status of Indian rural marketing in present economic scenario and the opportunities, rural marketing strategies, problems along with challenges exists in rural marketing. Monika Bansal (2015), provided an understanding that that rural marketing and agricultural marketing are different from each other. The researcher revealed that Rural marketing is all about managing the activities concerned with calculating, persuading and converting the purchasing potential of rural people into real demands for special products and services and making them available to people living over there to create and enhance satisfaction and to promote better standard of living and then helping a firm to achieve its goals. Rural marketing is two sided process which involves both inflow of products into rural areas from urban areas and outflow of products from rural to urban area. The Indian rural market has huge potential which opens many profitable avenues for companies but approaching the rural markets is not as much as easy as it seems. Companies will have to face many problems and challenges. The researcher focused on the concept of rural marketing in India, potentialities of rural markets and the challenges among rural marketers. The researcher attempted to suggest the ways of overcoming the problems the major segment of rural markets is still untapped and present profitable opportunities. Dr. T.V. Malick<sup>1</sup>, J. Jothi Krishnan (2014), explained that rural marketing is a developing concept, and the marketers have realized the opportunity of growth in the market recently. The researchers revealed that any macro level strategy for these markets should focus on availability, accessibility and affordability. The researchers provided an understanding that the attention needs to be paid to market research, key decision areas, problems and rural marketing environment, to reduce the uncertainly in dealing with these markets. The researchers also discussed about the rural marketing and its strategies and also focused on issues and challenges, problems, key decision areas and rural marketing environment. Mr. Ankit Goel, Mrs. Parul Garg (2014) had revealed that the companies are applying several models and strategies to be winner in the rural market .The researchers provided an understanding that rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. The researcher had discussed the present scenario of rural marketing especially rural produce, and its importance, current trends, and highlights certain problems related to rural marketing. Further it highlights the improvements that make the rural marketing system most effective.

Anupam Srivastava, Sanjay Kumar Yadav (2014), provided an understanding that the growing complexities in the modern marketing have generated ample opportunities in the business world and it has become important for the producers of goods and services to tap all such markets

where enough untapped potential is available. The dynamic change in the marketing practices and strategies has transformed the marketing environment to a significant extent. To meet the challenge of creation and retention of customers and entry to rural market with good product packages has become need of an hour. On the other hand increased purchasing power of rural customers has attracted the attention of marketers.

### **VARIOUS SECTORS TO GO RURAL**

**An attempt has been made by the researcher to provide brief idea about various sectors trying to tap rural in India**

- **Bajaj Corporation to go for acquisitions, tap rural market for growth**

FMCG firm Bajaj Corporation Ltd (BCL) plans to pursue acquisitions targeting niche brands and tap rural areas to push growth, particularly in light hair oil segment, where it aims to have a market share of 65 per cent. The company, which has key brands, Almond Drops, Brahmi Amla, Jasmine, Kailash Parbat, Amla Shikakai in its hair care portfolio, said it "will seek inorganic growth opportunities in the FMCG and hair oil market as part of growth strategy." Emphasising on the importance of rural market in its strategy, As per the company it would tap the increase in disposable income of rural India and "convert rural consumer from unbranded to branded products by providing them with an appropriate value proposition". ([www.articles.economictimes.indiatimes.com](http://www.articles.economictimes.indiatimes.com)).

- **Better network, distribution to mark Airtel in rural Indian market**

Bharti Airtel has stepped up its focus on increasing 3G adoption in rural India, which adds three-fourth of the industry's incremental subscribers each year. According to Anandita Singh Mankotia, Ajay Puri, director, market operations at Airtel, the carrier has a 32 percent share of rural mobile telephony market where data consumption is dominated by videos and music ([www.articles.economictimes.indiatimes.com](http://www.articles.economictimes.indiatimes.com)).

- **Godrej to tap rural markets for household insecticides**

FMCG major Godrej Consumer Products Ltd is tapping rural markets to grow its household insecticides business and expects up to 35 per cent of sales to come from there in years to come (Ibid).

- **Yatra.com ties up with Fino Paytech to tap rural markets**

India's largest business correspondent, tied up with travel portal Yatra.com to help them book tickets online through its Fino Money retail platform. Fino Paytech, which is owned by a number of private and public sector banks, has been tying up with ecommerce companies to offer services. The company tied up with Snapdeal to launch assisted e-commerce kiosks in rural areas (Ibid).

- **Sony to tap rural TV market with small screen units and strong sales network:**

Electronics major Sony aims to tap non metro/rural markets with its small screen TV panels along with strengthening its sales network in these areas. The company, which has launched affordable range of panels of 22-inch size last year in order to tap tier II, III & IV markets, has expanded its sales network to over 10,000 distributors to cash in on the opportunities (Ibid).

---

**• Automobile: Tapping the Rural Customer:**

**Only 3 to 4 out of every 1000 own a car in rural areas as against 18 out of every 1,000 in urban areas. The rural market in India has the lowest penetration among the developing nations.**

Maruti Suzuki aims to increase rural penetration by over 20 percent. The Company plans to have a presence in 1.5 lakh villages, up from 1.25 lakh villages in 2014 to 2015. The national target was 93,400 villages by 2013-2014. Hyundai saw the share of its rural sale rise from 12 percent in 2011 to 20 percent in August 2014 (marketing white book 2015-2016).

**Prospects: Understanding the Potential of Rural Market**

**An attempt has been made by the researcher to put forward a bird eye-view on prospects to go rural**

**1. Competition in Urban Markets:** The level of competition in urban market is increasing tremendously and markets are almost saturated. Therefore penetration into rural markets is inevitable for sustained business growth. The rural markets are relatively untapped and this provides better scope for growth (Baljeet Kaur from [www.iosrjournals.org](http://www.iosrjournals.org)).

**2. Consumption Pattern in Rural Areas have changed:** The consumption pattern of rural areas in India and the demand for new products have shown an encouraging trend (Ibid).

**3. Better Lifestyle:** The rural consumer is no longer dependent only on traditional products. In this modern era, the consumption basket of rural people is not limited to agricultural and traditional products. They are keen on buying modern products that can raise their standard of living. (Baljeet Kaur from [www.iosrjournals.org](http://www.iosrjournals.org)).

**4. Increasing Population of India:** The growth of Indian population to being the world's second most inhabited country with 1.252 billion (2013) residing in the nation has propelled increasing demand for consumer goods, services, banking facilities etc- And as stated above, with 70 percent of this population living in rural areas, a spike in the need for creating rural market specific strategies is inevitable (Ibid).

**5. Rural Income Goes high:** India turns to be a \$1.7 trillion economy with per capital income soaring by 10.4 percent in 2013-14 to Rs 74,920, the purchasing power of both rural and urban India is growing every year (ibid).

**6. Government Rural Development Programs:** Various initiatives taken by the Indian government has boosted growth the rural economy. Department of Rural development under the Ministry of Rural Development has initiated many schemes which has been facilitating and boosting the growth of rural India. Mahatma Gandhi National Rural Employment Guarantee Act, Swarnjayanti Gram Swarozgar Yojna, Pradhan Mantri Gram Sadak Yojna, Indira Awaas Yojana and National Social Assistance Programme are the few successful government schemes (Ibid).

**7. Improved Transport and Communication Networks:** Easy & quick access to information and to nearby developed cities has made the rural areas dynamically connect to their urban counterparts (monika bansal, 2015).

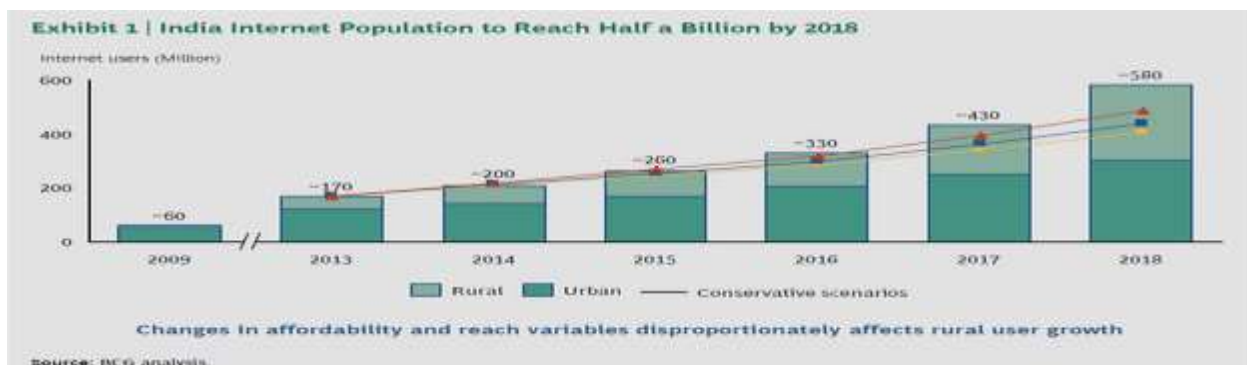


**8. Foreign Investments:** Foreign investments in NGOs, working towards the betterment of rural areas, have gradually increased in the country. Consequently, there has been a steady rise in rural growth (www.marketinglessons.in).

**9. Untapped Potential:** It offers a great chance for different branded goods as well as services for large number of customers. It is estimated by HLL that out of 5 lakh villages in India, only lakh has been taped so far, which goes on to indicate the market potentials of the rural market (Mr. K. Phanindra kumar; mr. S. Swamy, 2013).

**10. New Employment Opportunities:** Government schemes like IRDP (Integrated Rural Development Programme), JRY (JawaharRozgarYojana) and TRYSEM (Training Rural Youth for Self Employment) have created new employment opportunities in Rural area. Co-operative banks and Public sector banks are extending loans to rural people, thereby creating job opportunities for them. As a result very few rural people are now flocking to urban centres (Meenu Rani, 2013).

**11. IT Penetration in Rural India:** Today's rural children and youth will grow up in an environment where they have 'information access' to education opportunities, exam results, career counseling, job opportunities, government schemes and services, health and legal advice and services, worldwide news and information, land records, mandi prices, weather forecasts, bank loans, livelihood options. If television could change the language of brand communication in rural India, affordable Web connectivity through various types of communication hubs will surely impact the currency of information exchange. As the electronic ethos and IT culture moves into rural India, the possibilities of change are becoming visible (Meenu Rani, 2013). As the Internet population continues to grow from 60 million in 2009 to 190 million in 2014, it is estimated that the potential growth will be over 550 million users by 2018; the face of the Internet user will change. The number of internet users in rural areas will touch 210 million by 2018, aiding India's internet user base to cross 500 million by 2018 (www.iamwire.com).



Source: [www.iamwire.com](http://www.iamwire.com)

## 12. Infrastructure Development -

- 70 percent of villages are linked by motorable roads
- Additional funds of INR 14,389 crores have been assigned to improve rural road networks (marketing white book 2015-2016).

---

### 13. Capability Development –

- 54 percent of rural household have access to banking services
- HUL created rural employment and reached the consumer directly through project Shakti, enabling women to source income for the household (Ibid).

### 14. Better Education:

- Rural literacy has risen to 68.9 percent
- Growth in awareness and thus brand product consumption across FMCG categories (Ibid).

### Challenges faced by Marketers in Rural India

#### An attempt has been made by the researcher to provide brief idea about challenges faced by marketers in Rural India

The rural market of India presents bundle of opportunities and marketers have the chance to exploit these markets profitably. But this is not very much easy. The path of success in rural markets is full of obstacles. They will have to confront so many challenges. Some are as follow:

**1. Rural Population Highly Scattered:** Villages in India are spread over large geographical areas, and sometimes have very low densities of population. About 68% of the market remains untapped due to inaccessibility. This makes the distribution of products and their ready availability challenging( Baljeet Kaur [www.iosrjournals.org](http://www.iosrjournals.org)).

**2. Seasonality in purchase of goods** Demand for goods in rural markets depends upon agricultural situation, as agriculture is the main source of income. Agriculture to a large extent depends upon monsoon and, therefore, the demand or buying capacity is not stable or regular. (Dr. T.V. Malick1, J. Jothi Krishnan ,2014)

**3. Lack of Transportation:** Many rural areas are not connected by rail transport. Kacha roads become unserviceable during the monsoon and interior villages get isolated(Ibid).

**4. Increase in the cost of Distribution:** An effective distribution system requires village level shopkeeper, Mandal/Taluka-level wholesaler or preferred dealer, distributor or stockiest at district level and company-owned depot or consignment distribution at state level. The presence of too many tiers in the distribution system increases the cost of distribution.(Dr. T.V. Malick1, J. Jothi Krishnan ,2014)

**5. Electricity problem:** Although electricity has been made available to villages, even though, but with power cuts many rural villages have not been bestowed with this facility and without this, to win rural India is very complex(Monika Bansal ,2015).

**6. Cultural Factors:** There is a belief among rural people that experience is more important than formal education and they respect salespersons who can offer practical solutions to their problems. Therefore, it is desirable that sales persons, especially those who have been brought up in cities are given a through training consisting of both theory and practical aspects of village life. The training will help these sales persons to align themselves with the market retailers and settle down smoothly in their jobs( Dr. T.V. Malick1, J. Jothi Krishnan ,2014).

**7. Warehousing:** In rural areas, there are no facilities for storing goods in warehouse. Marketers face problem of storage of their goods (Mr. K. Phanindra kumar; mr. S. Swamy ,2013).

**8. Packaging product for rural market in different way:** It is suggested that the marketers should use cheaper materials in packaging for the rural markets. For example, small polypack of refined oil is more popular than in containers of the same product due to its lowest cost. One more important factor is the size package e.g. the size of the package should be small (Mr. K. Phanindra kumar; mr. S. Swamy ,2013).

### **9. Poor-Quality Retail Outlets**

Retail outlets in rural area are often characterized as insufficient, time consuming and frustrating. Companies therefore, have to be creative and learn to work around these constraints. The retail establishment where most rural consumers purchase their day-to-day goods is at a Kirana or street shop. Consumers purchase everything from Banana to razors at a kirana with over 2.5 millions kiranas Indian rural town and village. In order to reach these local shop and establish a brand presence in them companies need substantial amount of working capital and large committed sales force (Arshi Talwar, Shweta Popli, Sneha Gupta ,2014).

**10. Languages as barrier for communication in rural India:** Language becomes barrier in effective communication in the market efforts. The number of languages vary from state to state, region to region and district to district, etc. (Arshi Talwar, Shweta Popli, Sneha Gupta ,2014).

### **CONCLUDING REMARKS**

Indian rural market is vast and complex and the rural consumers are very value-conscious. They may or may not have purchasing power, but they can make a difference to the company's growth if concentrated. The rural market is where the markets of the future are likely to be. Urban markets are becoming increasingly competitive for many products. In some cases they are even saturated. The rural market is challenging with ample of opportunities at the same time. The marketers should be clear with availability, affordability and awareness of goods in rural India.

### **Selected References**

Anil Kalotra (2013), "Rural Marketing Potential in India – An Analytical Study", International Journal of Advanced Research in Computer Science and Software Engineering Volume 3, Issue 1, January

Anupam Srivastava, Sanjay Kumar Yadav (2014), "Dynamical Perspective Of Modern Rural Marketing In India", International Research Journal Of Marketing And Economics Volume-1, Issue-4 (July 2014) Issn: (2349-0314)

Arshi Talwar, Shweta Popli, Sneha Gupta (2014), "Rural Marketing in India: Challenges And Opportunities", International Journal Of Engineering And Computer Science ISSN:2319-7242 Volume 3 Issue 12 December, Page No. 9404-9407

Baljeet Kaur Rural Marketing- A Concept of Marketing Management IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. PP 40-45 [www.iosrjournals.org](http://www.iosrjournals.org).

Dr. T.V. Malick<sup>1</sup>, J. Jothi Krishnan (2014), "Rural Marketing Strategies, Issues and Challenges", International Journal of Engineering and Management Research Volume-4, Issue-2, April-2014, ISSN No.: 2250-0758

Dr.R.P. Deshpande (2015),"Rural Marketing: Opportunities and Challenges" Current Global Reviewer ISSN Vol. I, Issue : V , Nov. 2014 to Apr- 2319- 8648

Dr.Satya Prakash Srivastava,Manish Kumar(2011), "Consumer Behavior in Rural Marketing-A New Paradigm", Asian Journal of Technology & Management Research [ISSN: 2249 -0892] Vol. 01 – Issue: 01 (Jan - Jun 2011)

Meenu Rani (2013)," Rural Market: The Core of Indian Market", G.J.C.M.P.,Vol.2(6):123-125 (November-December, 2013) ISSN: 2319 – 7285

Monika Bansal (2015), "Rural Marketing In India – Hub Of Opportunities & Challenges", International Journal of Research in Management, Economics & Commerce (Impact Factor: 4.604, ISSN 2250-057X, Volume 5 Issue 1, January 2015)

Mr. Ankit Goel, Mrs. Parul Garg (2014), "Rural Marketing: The Changing Scenario" IITM Journal of Business Studies (JBS) Vol. 1, Issue 1,

Mr. K. Phanindra kumar; mr. S. Swamy (2013), "Indian rural market – opportunities and challenges", TRANS Asian Journal of Marketing & Management Research Vol.2 Issue 2, February 2013, ISSN 2279-0667

Ms. Himani Josh,Dr. R. K. Srivastava (2011), "Capturing Rural Market with Customization of Marketing Mix", Asian Journal of Technology & Management Research Vol. 01 – Issue: 02 (Jul - Dec 2011)

Pawan Kumar, Neha Dangi (2013), "Rural Marketing in India: Challenges and Opportunities", International Journal of Management and Social Sciences Volume 2, No. 8, Research (IJMSSR) ISSN: 2319-4421

Prof. M. N. Hoda and Dr. Durgesh Kumar Mishra(2015), "Innovative Activity Under Digital India By csi",csi communications knowledge digest for it community", April-2015

Seema Shahaji Desai (2013), "Rural Retail Innovations in India: New Dimension in Marketing" International Journal of Multidisciplinary and Current Research ISSN: 2321-3124

Suchi K. Patel (2013), "The Challenges and Strategies Of Marketing In Rural", Asia Pacific Journal of Marketing & Management Review Vol.2 (7), July (2013)

V V Devi Prasad Kotni (2012) "Prospects and Problems of Indian Rural Markets",ZENITH International Journal of Business Economics & Management Research Vol.2 Issue 3, March 2012, ISSN 2249 8826

Marketing White Book business world 2015-2016 connected consumer in association with Nielsen.



### **Webliography**

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)  
[www.financialexpress.com](http://www.financialexpress.com)  
[www.iamwire.com](http://www.iamwire.com)  
[www.ibef.org](http://www.ibef.org)  
[www.articles.economictimes.indiatimes.com](http://www.articles.economictimes.indiatimes.com)  
[www.tradingeconomics.com](http://www.tradingeconomics.com)  
[www.marketinglessons.in](http://www.marketinglessons.in)  
[www.iamwire.com](http://www.iamwire.com)  
[www.business-standard.com](http://www.business-standard.com)