

RURAL MARKETING IN INDIA

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ABSTRACT:

In recent years, rural markets have acquired importance, as the overall growth of the economy has resulted into considerable increase in the purchasing power of the rural people and preferences of rural people are also getting changed. So, every marketing player is keen to invest in rural markets. Though there is a huge potential and substantial growth opportunity in the rural markets. This study shows the current scenario of rural marketing, 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 about 70% Indians live in rural areas of the 121 crore Indians, 83.3 crore live in rural areas said the census of India's 2011 provisional population totals of rural – urban distribution in the country. Conceptually, rural marketing is not significantly different to urban marketing. Marketing manager has to perform the same tasks, but differently in rural marketing. In rural marketing, a firm has to undergo marketing efforts to satisfy rural segments, which notably differ from urban segments in some aspects. At the same time, we must note that increasing literacy rate, improved sources of income, awareness due to improved and increased means of communication and transportation, high rate of mobility within and between countries due to liberalization and globalization, and many other such reasons, some customers are likely to be identical.

KEYWORDS: rural marketing, concept of rural marketing, rural marketing in india.

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