DEVELOPMENTS OF RURAL MARKETING

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“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 objective”.

ABSTRACT
The paper describes the developments of rural marketing. Rural markets have become integral part of global market. The rural market is becoming more stable as the lifestyle and shopping behavior of consumers are undergoing rapid change and improvement. So, every marketing player is keen to invest in rural markets. Though there is huge potential and substantial growth in the rural markets, yet there are some challenges too, which caused hurdles in tapping rural markets. This study analyzes the current scenario of rural marketing, highlighting the developments related to rural marketing.

KEYWORDS: Rural marketing, developments in rural marketing.

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