

INDIAN RURAL MARKETING: OPPORTUNITIES AND CHALLENGES

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ABSTRACT:

Market is the place where the requirement of every individual are met and marketing is the notion to reach every individual. Marketing is not just for the urban areas only it is as much important for rural population. However so far the stress was given to urban market and marketing only this is because of the demand and the income of people residing in urban areas. As the urban market has reached up to the level of saturation the trend of focusing urban market has changed. The marketers are always in search of new ventures where margin of profit is more and the products they manufacture are demanded. On the other hand rural market has come through lot of improvements and the people residing in rural areas have come out of cocoons of poverty besides that rural area where vast majority of population resides they too have requirements and needs which are fulfilled by rural market only. The concept of considering Indian villages living in prehistoric times is changing now India rural market and rural people are having primitive passions that evoke as avenue and opportunities for the marketers. In this paper, we report on position of Indian rural marketing in context to the growing ecommerce mode of marketing. The article will further focus on the challenges and opportunities of rural market and finally the article will discuss some important recommendations and suggestion for the further improvement of rural market.

KEYWORDS: Rural market, Opportunities, Challenges and Scope of rural marketing.

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