

ISSUES & PERSPECTIVE OF MARKETING STRATEGY FOR DELIVERING VALUE TO THE RURAL CONSUMER

MRIDANISH JHA

ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT,
CAMBRIDGE INSTITUTE OF TECHNOLOGY
RANCHI

ABSTRACT

The Indian rural market is very unique and distinctive. Over the past few years' rural market has witnessed an enhancement in the buying power of consumers, supplemented by their aspiration to upgrade their standard of living. Making sure that a product is available is not the only aspect for success in the rural market. A marketer should keep in mind that the rural market functions in highly complex environment, hence it is important for them to formulate customized strategies for rural areas. The formulation of strategies depends upon several factors like product category, target segment, accessibility, availability, affordability and awareness. The buying behavior of a rural consumer is quite different from that of an urban consumer therefore the marketing strategies which worked in the urban market may not work in the rural market. By formulating separate marketing strategies there are many companies which have successfully entered and captured the rural markets. They have set examples before their competitors that with proper understanding of the market and by implementing innovative marketing ideas, it is possible to tap the rural markets. This paper discusses the rural marketing strategies adopted by the marketer to ensure maximum value and satisfaction for the rural consumers.

KEY WORDS: accessibility, consumer, product, price, place, promotion, rural market.
