

# **Role of Rural Marketing in Economic Empowerment**

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## **Abstract**

*Real India lives in rural areas. Rural areas have their own opportunities and challenges. In this paper we will discuss about rural marketing and its changing role in development of country. Rural India contributes in the economic development of the country.*

*Agricultural products lead to exports and enhance foreign exchange of the country. So in rural areas certainly there many aspects to unfold for example rural customers are not very concerned about the packaging of the product, they are concerned about the quality and most importantly about price. If they are developed as customer they will become loyal customers for rural marketing we must have to understand the habits, taste and preferences, paying capacity, attitude and behavior. India's growth depends on both industrial sector as well as agricultural sector for substantial economic growth.*

**Keywords:** *Empowerment, urban markets, ruralmarkets, Economic development*

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## **I. Introduction:**

Rural marketing has basically two bifurcation ie. Agricultural and other Allied services like handicraft etc. Majority of the population is dependent on agriculture and other allied services. Agriculture is the main occupation. So the rural population mainly depends on the nature. Villages have 630000 populations in India. The expenditure pattern on nonfood items in rural areas is low. Literacy rates are increasing but at slow pace. Infrastructure is improving and connectivity with the urban areas is also increasing day by day. Government also wants to remove regional imbalance between the rural areas and in urban areas. Government has launched various schemes intensive agriculture district program, green revolution, hilly areas development programmes.

### **Difference between urban areas and rural areas**

Demand pattern in rural areas is seasonal where as in urban areas the pattern is uniform. Sometimes rural customers don't know exactly what they want. The supply side is not even, customer awareness in rural areas is weak as compare to urban areas. There is even logistics related problem, transportation problem; there is no proper communication in rural areas. There are varieties of products so the positioning of the product is difficult problem.

### **The term empowerment can stand with help of 4 pillars i.e.**

1. **Education:** The education related to right, authority, to opportunity, to increase his economically status in his society as well his state and country economy.
2. **Dependenceself:** That person, who is dependent on self on his educational skill, he is a leader to enhance his capability within different kinds as to give employment and can contribute equally in development of country. Make self-opportunities to enhance his society and groups, like self-help groups (SHG).
3. **Decision making:** When people are set his mind and use his/her authorities, capabilities, opportunities as like weapon for the development of society
4. **Hard work:** The physical power is basic thing because people can only work hard and performs to self-empowerment.

**RURAL MARKETING:** To enhance the opportunities, education related to current availability of the products is necessary, and it needs awareness in the rural areas about the technology and access to markets should become easy then only we can say that it is a real economic empowerment of state and country. If we see the term rural marketing it comprises of two words: **Rural and Marketing**

**RURAL:** Rural is that place which is construct by any "panchayat" and people are dependent on the agriculture, laboring, small business and small shops to spend his average life.

This area is maximum part, in geography of our country.

**MARKETING:** This term is defined by identifying the needs of customers and providing them goods and services in a way that they must be satisfied and become long term customer.

### **RURAL + MARKETING = RURAL MARKETING**

The rural marketing is concerned by following three ways to improve their standard of living and encourage as-

**U2R:** This refers to urban to rural marketing that is the private companies are time to time offered to rural area peoples for their FMCG goods, Fertilizers, Automobile etc..

All private companies are target to rural area and try to convert into potential customer of his company and provide every facilities which used by urban people.

**R2U:** This is defined rural to urban marketing. Rural is specially defined for Agriculture so the vegetable, crops, fruits, milk, spices, flowers etc all are provided from rural to urban area which provide financial strength of rural farmers.

**R2R:** This refers to rural to rural marketing. This is very important way to empowered the rural area population by small business i.e. one village to another village. The peoples can establish their small business as like clothes, milk supply, agricultural tools, handicrafts, transportation etc.

So, these three ways to improving rural market and contribute equally as like urban market in Indian economy and becomes presence economic empowerment.

**Strategies of rural marketing:** To promote rural market by following Strategies as **5A's Approach**

1. **AVAILABILITY:** Firstly according to population, Segmentation strategy should be used so the desired product can be available to rural consumers. If they want to some purchase something then they got easily from their nearest outlets.

2. **AFFORDABILITY:** This is most useful things in perspective of rural consumer i.e. the affordability of the product. The price of product should be placed according to rural incomes and uses.

3. **ACCEPTABILITY:** The product must fulfill the need of the rural consumer. Consumer needs not puzzled with different product offered to him/her. "Easy to understand and easy to accept in their life"

4. **AWARENESS:** One to one contact programs are arranged and aware from product, uses, benefits, its changes. This Strategy is trying to aware about product or services and providesthem a trial that construct believe on product and company.

5. **AFTER SALE:** After sale service is very important for customer. To contact and maintain communication from time to time, taking suggestions from them, provide new ideas. This will create the strong trust on the company.

### **Potentials of Rural Marketing:**

1. **Largepopulation:** The rate of rural population is increased in comparison urban population. If the product or services satisfies one customer it will bring many customers. So company can have good market in rural areas

2. **Purchasingpower:** The rural area people are rising with different operations of companies and if they realized then it becomes higher purchasing capacity.

3. **Marketgrowth:** Allcompanies target to rural market and grow their market from traditional to modern era by providing products as T.V, refrigeration, soap, tea, toothpaste etc.

4. **Infrastructure:** The rural infrastructure is also developing by the construction of roads and transportation becomes easier as well as communication network, electricity and internet service. The infrastructure is one of the main part of successful economically.

5. **Standard of living:** The rural consumer passed their life with traditional commodities and due to socio-economic backwardness due to low literacy, low income, low saving and low availability of resources to enhancing his economic status. Because of rural marketing now villages are developing day by day.

6. **New employment opportunities:** The government is running different types of employment opportunity programs to enhance the early generation and construction of literal communities.

### **Importance of rural marketing in Indian economy**

Rural market leads to major income in Indian economy. In India agriculture is the main source of income. Different schemes and easy policies in purchasing products and services increased purchasing power of the rural India. Employment opportunities have also increased as government has launched various schemes to provide loans at very low interest from rural population. Many schemes are there to support grihudyog and small business in rural areas. Various technological development has increased the productivity of the land which leads to better quality of the crops and increases the earnings of the farmers. By the revolution in the telecommunication industry by the Reliance JIO people are more connected and get various knowledge about different products, advancement in the country as well as in all over the world. They become more literate and now they can easily come across with different schemes provided by the government which was not easy for them. Various applications has been launched which help them to know about weather and various techniques and tricks to do farming and to save crops which increases the earning capacity of the crop. This ultimately contributes in growth of Indian economy.

## **II. Suggestion:**

- The rural advertising should be innovative.
- There are still untapped market and have more potential in rural areas so there should be proper utilization of the resources.
- The companies should to cross the barriers of rural area and provide best opportunities to rural population.
- Establishing industrial plants in rural areas which provide employment to rural population, growing income, standard living and so on.
- Invest maximum part of market share to develop business in rural market.
- Arrange the different awareness and development programs.
- The recruitment in marketing team should be according to the area which the company is going to be covered and the salesperson must also know the local language so that they can easily communicate with the local people.

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