

## **A Move To Villages By Marketer**

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**ABSTRACT:** *Marketers have so far, failed in analyzing the rural side and exploiting rural India's traditional selling system- Haats & Melas. Their near obsession with just duplicating the urban-type network and that too with very limited success, has kept them blind to the potential of these two outlets. We can safely say that until some years ago, the rural market was being given a step-motherly treatment by many companies and advertising to rural consumers was usually a hit and miss affair. Rural India, home to about two-thirds of the country's population, is not just witnessing an increase in its income but also in consumption and production. Indian rural market is still a puzzle to marketers. In many a case, it stretches its imagination to find surprisingly different uses of some of the products. And the red-faced marketers admit that they actually sell their products in areas they would otherwise find difficult, simply because there are other uses for them. The article revolves around the ways and means of doing marketing in rural areas. The marketers were of the opinion that the villagers would come to nearby towns and buy the products that they want. What has been found is that if we have to serve the rural consumer we will have to take our products to him through the channels that he is using and some innovative ways of getting to him.*

**KEYWORDS:** *Marketers, Network, Advertising, Consumption, Production*

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### **I. INTRODUCTION**

A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230million rural consumers spread over approximately six hundred thousand villages in rural India .The rural market is very large in compare to the urban market as well as it is more challenging market. The consumer wants those products which are long lasting, good, easy to use and cheaper. The income level of rural consumers is not as high as the income level of urban consumers that's why they want low price goods .It is one of the reasons that the sell of sachet is much larger in the rural area in all segments.

Rural market has an untapped potential like rain but it is different from the urban market so it requires the different marketing strategies and marketer has to meet the challenges to be successful in rural market. Rural marketing has become the latest mantra of most corporate. Companies like Hindustan Lever, Colgate Palmolive, Britannia and even Multinational Companies (MNCs) like Pepsi, Coca Cola, L.G., Philips, and Calvin kare are all eyeing rural markets to capture the large Indian market.

The greatest challenge for advertisers and marketers continues to be in finding the right mix that will have a pan-Indian rural appeal. Indian rural market is still a puzzle to marketers.

### **II. TO SELL PRODUCTS IN RURAL AREAS**

Marketers have to focus on generating large volumes & not big profit margins on individual products. If they price their product at a level which can lead to good volumes, then they can still generate good returns on the capital employed.

For rural products, the strategy should be to cut down the production, distribution & advertising costs & passing on these benefits to the customers to further increase the turnover. Most often, it has been observed that advertising has less to do with product sales in the rural areas. If an organization gets the price point right, then it can work in rural market.

Rural retailers, most of the times, charges more than the MRP. The manufacture has to ensure price compliance either through promotional campaigns, as was done by Coca Cola, or by ensuring the availability of products at the retail outlets directly.

Customized promotional media & messages need to be developed by the organizations to effectively target the rural market.

Rural population is diverse, but the commonalities of their ethos & simple living habits need to be understood for advertising to succeed. For that, the theme of the advertisement needs to revolve among universal themes, such as family-love. But the context, storyline, language & idioms should be such that the rural audience of different rural market segments can relate to.

There should be the use of language writers who understands the rural & regional pulse better. All promotional messages targeted at rural audience need to be simple & clear, which can be easily understood, & they should not include any confusing elements. It is preferable that it has only a few propositions at a time. Bombarding rural consumers with too much, in less time can easily confuse them & leave them bewildered. Promotional message should highlight only the functional values of the product & explains how those values can make the consumer's life even better & solve any of his problems.

Brand Ambassador for the rural markets need to be picked carefully as urban successes might not get replicated in the rural markets. The number of villages in India is huge & it is not viable to contact & serve all villages directly. Therefore, companies or distributors can carefully examine the market potential of different villages & target the villages that can be served in a financially viable manner through an organized distribution effort.

There are over 3 lacks co-operative societies operating in rural areas for different purposes like marketing cooperatives, farmer's service cooperatives and other multipurpose cooperatives. These cooperatives have an arrangement for centralized procurement and distribution through their respective state level federation. Such state level federation can be motivated to procure and distribute consumables items and low value durable items to the members to the society for serving to the rural consumers. Many of the societies extend credit to the members for purchases.

### **III. CONCLUSION**

Conventional wisdom dictates that since rural consumers are dispersed, reaching them is costly. However, new research indicates that the selling in Rural India is not expensive. According to one research it costs roughly Rs.1 Crore to promote a consumer durable inside a state. This includes the expenses of advertising in vernacular newspapers, television spots, in-cinema advertising, radio, van operations and merchandising and point of purchase promotion. Campaign like this, which can reach millions, costs twice as much in urban area.