

Scope of Rural Marketing

① Consumer Research :

Under this, consumers' interests, habits and purchase power ~~are~~ are determined so that goods can be delivered to them accordingly.

② Physical Distribution of goods :

~~Three~~ Three points are studied in physical distribution.

(i) Transportation, (ii) Storage, (iii) Communication

- Under transportation, the means of delivering goods to consumers are studied, such as rail routes, road routes, or waterways etc. In storage, the arrangement of warehouse is considered, and in comm.

Communication Studies, the postal, telegraph, and telephone facilities are considered so that the desired consumer can be contacted.

3. Distribution Channel :-

- The objective of the distribution channel is to reach special market. ~~Therefore~~ This channel acts as a bridge between the producer and the consumer.

4. Sales Promotion :-

- Without Sales & promotion, it is difficult to sell goods in the rural market.
- In rural marketing, it is studied how to promote the sales of a particular product.
- * Various means of sales promotion are used.

5. After Sales Service :-

- After-Sales Services include free repairs, warranties, guarantees, etc. ~~services~~
- In rural marketing, these services are promoted, and customers are actually provided with them.

Chapter - 2

Rural Marketing Environment

Intro

- For successful marketing, it is essential for an individual to have complete knowledge of all types of diverse environments that affect the marketing process. The environment has a significant impact on marketing. Marketing activities change with changes in the environment.

Terms

- ① The environment represents the group of all those elements that exist outside the organization.
- ② These factors may be outside or within the control of the organization.
- ③ Rural marketing environment refers to those elements that affect rural marketing activities and are not under any control.

Definition

"Rural marketing environment includes all those forces and factors which influence the ability of marketing manager."
~ Philip Kotlar.

Components of Rural Market Environment

- The Indian rural market is quite large compared to the urban market. The future of marketing goods and services in rural areas depends on agricultural products because agriculture is the main occupation in India.
- The rural market is expanding considerably for agricultural inputs such as fertilizers, seeds, tractors, irrigation equipment, pesticides, etc., as Indian farmers are using the latest technologies for agriculture.
- Therefore considering the vastness of this market, it is necessary for marketers to study its components, which are as follows:
① Population ② Occupation ③ ~~Income~~ Income ④ Expenditure ⑤ Agricultural Land, ⑥ Developmental Programmes.

① Population :

- The study of rural population is essential for rural marketing because about 70 percent of Indians live in rural areas.
- A large part of the total population living in ~~rur~~ rural areas demands various consumer goods and durable goods.
- In 1951, the rural population was 295 million, which increased to 777 million in 2005. It is expected that the rural population will reach 897 million by 2020.
- It is necessary to study the population for rural marketing, and it is an important component of the rural marketing environment.