

Forces of Rural Marketing Environment

- (1) Social forces, (2) Economic forces, (3) Ethical forces, (4) Political forces, (5) Physical forces, (6) Technological forces.

(1.) Social forces: Social forces consists of the following:

(i) Sociological Factors:

- These factors affect the tastes, life, and lifestyle of consumers. A marketer cannot ignore them, therefore, their standard of living also keep
- Therefore, social factors influence the rural marketing environment.

(ii) Anthropological Factors:

- The study of anthropological factors ^{helps} ~~impact~~ on the ~~work~~ in marketers in making arrangement for sales promotion, packaging, advertising etc., because rural society has regional and sub-regional civilizations.

(iii) Psychological factors:

- Consumer behaviour has a significant impact of the rural marketing environment.

2. Economic forces: Consumers are not only social beings but also rational beings. They are influenced by economic decisions.

Economic forces include the following factors:

(i) Consumer: The objective of every economic activity should be the progress and prosperity of the consumer. Therefore, marketers should provide good quality products at the right price and time to be the consumer.

(ii) Competition:

Competition is the breath of the modern economic system.

(iii) Price: People living in rural areas give more importance to price.

3. Ethical forces:

- It is the ethical responsibility of the business community to provide appropriate goods to society at the right price.
- ~~Adulteration~~ Adulteration, Selling goods in the black market, unnecessary hoarding, reducing the quality of goods, charging higher prices, etc., are ~~not~~ examples of unethical behaviours.

4. Political Forces :

- Government policies are made by political forces. The government regulates business.
- Therefore, marketers should perform marketing activities keeping in mind the policies, rules, etc. made by the government.

5. Physical forces :

- Physical factors refers to the physical distribution of goods and services.
- The physical system should be such that it can distribute goods and services to rural consumers at the right time, place, and price.

6. Technological Forces :

- Science and technology are always changing. This change affects the marketing environment.
- Changes in technology are ~~not~~ considered changes in production.
- Therefore, marketers should be aware of these changes.