

~~ROR~~ Rural Vs. ~~UR~~ Urban Marketing Environment

Basis of Difference	Rural Marketing Environment	Urban Marketing Environment
1. Occupation	In the rural marketing environment, occupations are agriculture and related activities.	In the Urban marketing environment, people can pursue various type of Occupations.
2. Source of Income	Agriculture and agricultural labor are the main sources of income.	This is not the case in Urban Areas.

Basis of Difference	Rural Marketing Environment	Urban marketing Environment
Size of Market	The size of the rural market is extensive compared to the Urban market.	The Urban market is relatively smaller.
Infrastructural facilities	Infrastructural facilities are less available in rural areas.	Institutional facilities are abundantly available in Urban areas.
Location of Population	Approximately 70 percent of the population resides in rural areas.	Only the remaining 30 percent of the population lives in Urban areas.
Level of Education	The education level of population living in rural areas is low.	The education level of the population living in Urban areas is relatively higher.