

Problems of Rural Marketing

1) Problems of Transportation :

- Not all villages in the country are connected by railway, road, or water routes.
- There is a problem in rural marketing because the physical distribution of goods is not fully possible.

2. Problem of Storage :

- Rural Cooperative Societies lack their own warehouses.
- They face difficulties in storing goods.

3. Problem due to Intermediaries :

- Rural producers often have to take the help of intermediaries to sell their goods.

4. Problem of Marketing Communication :

- The education level in rural areas is the lowest, so there is a problem of marketing communication.

5. Personal Selling:

- Personal selling is more necessary in rural marketing because the markets are located in distant and different areas, and the language and culture of rural consumers are also different.

6. Lack of Credit and Banking Facilities:

- The situation of banking and credit facilities in rural areas is quite worrying.
- Money is required to open a retail shop. In rural areas market, mostly credit sales takes place.
- Credit facilities should also be there because rural consumers can pay only after harvesting the crop.

Rural V/s Urban Marketing

Basis of Difference	Rural marketing	Urban marketing	Basis
Location	Rural market are found in remote locations	Urban markets are mostly found in cities	Density Pop
Profession	In rural marketing, occupation is determined based on Caste	This is not the case in Urban marketing	Conta
Specialization	There is no clear division of labor; all members perform all tasks.	People in cities are fully specialized.	Soci
Relations	People in rural society maintain love and affection.	This is lacking among people in Urban Society	

Basis of Difference	Rural marketing	Urban marketing
Density of Population	Population density in rural areas is low.	Population density in urban areas is high.
Control	In rural areas, society has control over the family.	In cities, economic institutions have control over the family.
Society Tolerance	Rural people do not have tolerance for sudden changes.	In urban areas, change is not resisted.