

**Paper –CONSUMER BEHAVIOUR**

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**Paper Code-MC-01, Unit-V**

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**Topic- Marketing Communication in Rural Area**

Rural promotion is a challenging activity, which should be undertaken with due caution to be cost-effective, because of the low literacy levels, lack of reach, awareness and poor distribution networks. FMCG marketers will have to go in for the use of mass media since the target consumers are sizable. Durable products will require personal selling efforts.

because of the smaller size of the target market. Word of mouth is an important message carrier in rural areas and opinion leaders' play a very significant role in influencing the rural consumers in accepting or rejecting a product or a brand. Social marketing also plays an important role in promoting the image of a company in rural India.

**Mass Media:** This covers television, radio, cinema and print media. In the case of television, Door darshan network covers almost the entire country. The satellite channels are also reaching many rural areas now, through cable or dish antennae, Television is very advantageous in communicating with low literacy people as it has both audio and visual media. the only thing to be noted here is that it is not just sufficient to have a wider coverage by telecast network; the popularity of programmes decides the viewership. Cinema is another powerful visual medium Advertising in cinemas either through slides or films will be less expensive compared to TV, but very effective as rural people view films regularly.

Radio has been one of the oldest media used for rural communication - especially for agricultural technology education, health and family welfare programmes with significant results. Though its

popularity declined, of late it is catching up with FM broadcasts. This can be utilised effectively. Print media consists of newspapers, periodicals, pamphlets, booklets, etc. Since the reading habit in rural areas is very poor, communicators have to consider the total readership based on surveys, before using this medium.

### **Outdoor Media-Hoardings/Wall Paintings**

These are highly suitable for rural areas since the hoardings or wall painting can include visuals with minimum write up. This is usually widely used by marketers of agri-inputs like fertilisers, seeds, pesticides, implements, etc.

### **Shandies, Jathras or Melas**

There are occasions in specific villages where villagers from many areas congregate on a specific day or period as rule. There will be a captive audience for a long period in a place, and is an ideal opportunity for marketing people to promote or exhibit products. Mobile audio-visual vans can be effectively used for such rural promotions.