

Paper –CONSUMER BEHAVIOUR

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Topic- Problems in Rural Marketing

Rural India is considered today as a huge storehouse of untapped marketing opportunities, by marketers. Throe ha of India's population lives in rural areas and 30 percent of our national income is generated by this sector. As a result of the Green Revolution in agriculture and the White Revolution in dairy, and other developmental activities implemented trough the Five-Year Plans, the productivity, prosperity and disposable income of the rural population have improved. Consequently, the standard of living and lifestyle of rural India have also changed tor the better, which has generated a variety of taste moving consumer goods (FMCG), consumer durables and services. The present market potential for FMCG in rural India is estimated to be Rs.65000 crores (2005) and it is growing by leaps and bound.

initially, rural marketing was reckoned only as marketing of agriculture produce. Because of the special interest taken by the Government, more than 5000 regulated markets have been established in the country to facilitate marketing team produce. Adoption of scientific and commercial farming popularized the use of inputs like chemical fertilizers codes, cattle and poultry feeds, high yielding varieties of seeds, and also tractors, eaters and other tam equipment's the scope of rural marketing started widening. The penetration of television also gave an impetus to provide accessibility marketers into rural India for promoting consumer products

Problems in Rural Marketing

1. Underdeveloped and tradition-bound people
2. Underdeveloped markets
3. Inadequacy of physical communication facilities and inaccessibility during rainy season
4. Inadequacy of rural communication media
- 5 Differences in languages and dialects

6. Vastness and uneven spread

7. Low per capita income and disposable income, financial stability

& Logistics problems in storage, handling and transport 9. Requirement of large size market organization and staff strength

10. Product positioning difficult as segments are many 11. Hierarchy of markets requires different distribution policies for different products,

12. Low literacy levels call for specialized rural communication and promotion tools to be effective (mobi

13. Since income arises from farming, demand is mostly seasonal, after the harvests or during religious