

AN INSIGHT INTO THE CHALLENGES FACED BY RURAL MARKETERS- ENTREPRENEURSHIP AND BRAND AWARENESS

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ABSTRACT :

To proficiently disparage the rural market a dealer must linkage it to the events assumed by the rural population. Also, it can be exhausted in massive numbers to vest the relationship of the brand with the inestimable observances, amusements, commemoratives, expositions to entice rural get-togethers. All-round the world India has the abundant aptitude for operating in the rural marketplace. Such marketplaces are price discerning and are associated with regional proceeds. An attempt is supported out to boost the advancement of brand semblance in the rural marketplaces. They are ascertaining the unit in which rural populations are in a heightened shape of dealings with a exalted eminent positioning per capita income. This is credibly skillful by expending the diverse rural conventional media for employing the unexploited latent for influencing rural ranges by making use of local languages. Rural India brings about the substance of our marketplaces and promotes in the direction of yielding a sizeable amount of the national income. Rural markets are progressively acquiring a slice of prominence in the marketing forecasting practice by the sellers. Rural marketing embraces arduous personal selling fortitudes in comparison to urbanite marketing.

Keywords: Rural market, Brand, Rural Branding

Introduction

Rural marketplaces of India obtained substantial importance, due to the comprehensive development of the Indian economy which gave rise to a considerable upsurge in the buying power of the purchasers even living in rural areas and rural markets gaining importance for the motives of development in rural regions of India. Items for sale in rural marketplaces need to be more naive, accessible, recognizable, reasonable, presented in a stimulating panache, and existing at the purchaser approach. Nowadays's the marketplace is engulfed with a great number of analogous products. A brand is a tag, span, symbol, mark, sketch, or an amalgamation of these attributes to recognize the items of the trader and distinguish it from the remaining entrants. The brand means conventional excitements or perceptiveness perceived by purchasers for thinking regarding the items. Barely limited products are capable of creating a market for their selves. It is greatly significant for each unit to generate consciousness regarding products to the purchasers to recognize their merchandise as they desire to distinguish it called branding. It is utilized to generate distinct recognition in the highly cutthroat-driven market. The object is to appeal to purchasers and upsurge the sales by attracting rural purchasers. The rural market inhabits a greater fragment of the Indian economy. The rural consumer demonstrates distinguishing appearances that promote rural products to be bought by rural buyers. There are features of the Rural Market, for each marketer to be aware of:

1. Purchasing choice
2. Small and deferred Hard to forecast Messages unruly
3. Snags linked to dispersal and organization
4. Varied socio-economic underdevelopment

5. The purchasing power of rural purchasers is on the upsurge.
6. The market is developing at 5% p.a (approx). Small income is affected by seasonal fluxes.
7. Small literacy rates.
8. Opposition to revolution Price sensitivity
9. Bigger brand allegiance Guided by conventional acceptance
10. Quality awareness
11. Short risk handling capability
12. Absence of Structural skills

Objectives of the Study :

The research paper consists of the following objectives:

1. To elucidate the attributes of rural marketing.
2. To recognize the significance of branding in rural marketplaces.
4. To inspect the promotion strategies for limited brands in the rural market.

Importance of Branding in Rural Marketplaces :

In India, major variations among rural and metropolitan traders. Also, the cultural settings change but the facets that affect buying pronouncements vary. Charge and worth for currency are elevated for urban marketers. There is a transformation in media spread and the level of literacy in rural society and the kind of products that are used. There is a huge variation in the standard of living of the inhabitants subsisting in rural sectors. The nature of the range of brand which urban purchaser relishes are diverse from the ranges existing with the rural purchaser. Rural branding demands a bigger factor of regional media and lesser corpus media. As rural markets have focused mediums such as temples, commemorations, fairs, movie halls, which can be used for the promotion of brands. Direct Marketing, also activities such as street displays, movie shows, fairs, and road plays help in promoting brands. The infiltration in rural areas is remarkable for brands with household electrical gadgets. These are highly efficacious due to advertisement campaigns and dispersal web in the rural parts. In the rural areas, Branding necessitates expertise management of marketplaces. The rural purchasers switched using branded in place of basic items. Traders willing to expedite in rural areas confront numerous challenges. Traders need to beat complications of accessibility, economic, appropriateness, and responsiveness. The first object is to confirm the accessibility of the product Traders need to make the cost of distribution manageable. Traders have evolved a sturdy distribution system to promote their brands reaching even in the cores of rural areas. To deal with interior parts, traders resort to the usage of traditional means of transport like auto-rickshaws, ships, and bullock-carts. The second object is to warrant the economy of purchases of items available in rural areas earning mostly on daily wages. The third object is to gain satisfactoriness for the products to be promoted in rural areas. There is a necessity to propose items that ensemble the rural marketplaces. The fourth object for creating awareness is to spread information through vans and roadshows T.V., cinema, etc. to reach rural consumers.

Brand Stimuluses On Rural India:

The perception of branding inputted in Indian rural marketplaces. A brand is acclaimed in the rural marketplace with the aid of colors, imagistic consequence, or other affinities than the title which enables laid-back brand reminiscence. The following are the instruments that exhibit how a brand could influence rural India:

Using Technology

Technologies gratify the fissure in rural India's supply chain and obtain big brands even to the minutest of the villages. Technologies must be endorsed in rural vicinities.

Proper Marketing Strategies

The majority of Rural Indians are illiterate. Rural folk should be educated about the merits of the product before launching the product. So that the product shall be made easily available. Effective Pricing and Packaging contribute a lot. Mass media ads can persuade people to try affordable products. For that product need to be packed as per their convenience and pocket. Sales on wheels / Mobile service A scheduled display and sale items on Wheels can also enhance the Sales. Moreover, they can organize the Demonstration cum Sales Exhibition at frequent Intervals.

Brands Availability

The potential buyer usually uses all brands according to their capacity. But if a rural area not holding potential buyers then "To promote the brand is useless".

Customer For The Brand:

The brand reaches needs to know the customer base for particular brands in rural areas. Leveraging brand reach to rural areas may not be that much difficult in case it is properly well planned to tap the source of customers. All visual Media like TV channels are very popular in rural areas. The ad campaign will help to promote. Then it is necessary to appoint dealers/retails to keep stocks to distribute. The advantages, applications, and other service backup have to explain by the marketers. Moreover, the rural masses with their hard-earned money have been more price-sensitive, and hence the price benefits to them play a vital role.

Rural Retailing In India:

The difference in purchase behavior between the rural and urban population is mainly decided by the money power, literacy standard, mental maturity, and lifestyle. The marketers should give what the customer base in rural areas wants intending to penetrate this segment. Then only the repeated purchase can be assured.

Outlet

The elevated income grouping in rural India is mounting at an impressive rate, and the notion of brands and quality is predominant. These ingesting tendencies afford enthralling prospects for marketers to exploit the growing mass marketplace in India for various products.

CSR marketing

CSR marketing is an important method for the brand to enter the rural marketplace.

Sampling methods

The efficacious rural marketing representations have established a strong encounter with the regional inhabitants to ensure items bought belong to a brand with which they were familiar. arrangements of entertaining rural greeneries. These supporting and sponsoring sports, street plays, or leading roadshows to lead the brand to homes.

Comprehend personality

Render products pf good quality than misrepresenting them.

Education and Judgment

Education and judgment enable purchasers to buy the exact product and others begin copying which helps in bulk production.

CSR marketing and retail

For stepping into rural market effort is to differentiate the features of rural markets and successfully match rural opinions.

Create consumer awareness and quality management

- To generate consciousness of items and their eminence. To dominate the quality administration is indispensable.
- Localized population Guidance of local source by demo, helps to promote.
- Transfer business partnership For rural masses. a business partnership is important.
- By relating products and satisfying rural needs affordably.

4Ps - Product, Price, Place & Promotion

The Product to be considered matching the requirements of the rural marketplace. Promotion to comprehend communication in a manner employing media. A good blend of all Ps is essential to create a brand in the rural marketplace. For stepping into the rural market, dealers require to modify its 4Ps - Product, Price, Place & Promotion in a manner so that marketing strategy is advantageous to locate and create the brand in directed rural markets.

Promotional Distribution

A distribution and follow through with the facility can only endure in market rural or urban.

Identification of the need

Brands can always provide a good product over the traditional but they need to know what is the need and requirement. Reasonably cheap price of the product and dealer network makes a brand reach rural people. Rural Indians only see the cost of the product but not the quality or value. Hence a brand can reach only by cutting its sale price reasonably.

Roadshows /local theatre

There is a need to identify the brand with widespread arrangements of entertaining rural greeneries. These supporting and sponsoring sports, street plays, or leading roadshows to lead the brand to homes.

Brand Awareness:

Brand Awareness implies customers know the presence of a brand. Cognizance of the brand shows every bit of brand information is related. Creating awareness encompasses the creation of the brand clearly and loudly to the purchasers in rural areas by different promotional means like promotions, patronages, proceedings, advertising, promotions, etc. Brand awareness relates to an avenue adopted to which users get conversant and accustomed to a brand and identify the brand. Brand awareness comprises brand recognizing and brand remembering. Brand recognizing is the capability of the purchaser to identify the brand put up questions regarding the brand or the ability to identify the explicit brand, which means the ability to differentiate the brand from other brands. To recall the brand is the probable ability of the purchaser to get well with a brand. Brand awareness amended to the level of brand names carefully chosen which are easy to speak recognized and communicative; and inimitable as and dissimilar. There are two kinds of brand awareness:

1. Assisted Awareness – It implies that on stating the item class, purchasers can identify the brand on their own with some hints.

2. Unassisted Awareness-It implies that on stating the item class, the purchaser can identify without hints.

Aaker recommend the following important points for achieving awareness among consumers,

- Being diverse and remarkable
- Using a punchline or slogan
- Exposing brand sign
- Media hype brand.
- Promotion of events

It is significant to generate brand awareness regarding products and aids to recognize the awareness about the product by the purchasers. Higher the rate of brand awareness increased is the sales volume as well as the profitability and share of the market. To generate brand awareness, it's vital to generate a dependable brand image, jingles, and punchlines.

Building Brand:

There are numerous steps to be followed which can aid in creating such a brand much simpler. These comprise of, perceptiveness with the onlookers, edifying brand, upshot of logo and calligraphy of the same, pointing the suitable spectators, and engaging advertising doing so more sales can be expected than before. The brand must have existed in the market for some time ago. However, brand building is a tedious task in rural areas As it is a lengthy, wearisome, and systematic effort concerning subdivision, marketing mix, and packing methodological and monetary efforts. The below-stated instruments have been used to effectively shape brand in rural markets:

1. Customization:

Rural consumer needs to customize the usages of diverse items as per their requirements. As per the requirements of the purchaser, customization aids in brand building by generating or changing an item to make it pertinent to the requirements of rural consumers.

2. Significance:

There should be credentials of the products to their name, color, package, quality, etc. The brand name to be important or the punch line is in a language understandable and is in harmony with the culture prevailing and the societal environs of the market It should be simple for the user to remember about the product.

3. Mass media:

prevailing impediments of rural consumers to influence. Haats to be effectual means for rural advertising. Rural consumers are in purchasing disposition at the Haats and fairs. The mass media was selected by the traders to generate responsiveness. The brand-building be done by Fairs, street plays of the rural areas. Television and radio are significant procedures of media.

4. Communication:

The communication regarding the products and the company to be vibrant. The local language is used to influence rural purchasers. The company to bequeath the communication appropriately in a manner it creates excitement in the concentrations of the user.

5. Word of Mouth:

The rural consumers desire trustworthy information and the narrations they hear are additionally credible in the form of hints and aids.

6 . Image :

Images contribute towards increased brand awareness. It is imperative that consistent usage of images so that intensification in differentiation and positive notions can be accomplished. Images can be initiated on its storefront, on the goods, it engenders on the invoices consumers obtain post-purchase, on carry-bags customers get, and in numerous of its distributed informational stuff.

Conclusion:

Rural marketing necessities scrutiny because variations are occurring in the rural marketplaces. Venders need to secure a deep acquaintance of purchaser needs. Marketer's usage of determinants like outlooks, inclinations, disposition, and régime to slice marketplaces. The rising influence of the rural purchaser is a chance for businesses to congregate in the rural marketplaces. Some exclusive distinctive topographies demand distinct marketing plans to be characteristically established to ensemble the rural and urban marketplace. The purpose is to generate a good picture regarding the brand compels to penetrate rural marketplaces. Establishments need to discover the exclusive features of their items and message them to potential purchasers. This aids to generate an improved outlook of the brand in the minds of purchasers to generate brand awareness. With the current products, businesses need to retain an authorization on brand image and need to apprise with the aid of consumer's responses to preserve its brand appearance and generate brand awareness. For the initiation of new items, it is significant for traders to communicate about

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