

Rural marketing strategies for promoting consumer products – A study with reference to Select products in Rayalaseema Region of Andhra Pradesh (Kurnool Dist.)

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Abstract

Rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes. Such incomes will increase faster because of better production and higher prices for agricultural commodities. Rural marketing is a developing concept, and the marketers have realized the opportunity of growth in the market recently. Any macro level strategy for these markets should focus on availability, accessibility and affordability. Focused attention needs to be paid to market research, key decision areas, problems and rural marketing environment, to reduce the uncertainty in dealing with these markets. This paper discusses the rural marketing and its strategies rural marketing environment.

Keywords: Marketing, Rural Marketing.

Introduction

Being a social animal man acts and behaves in disparate delimited substructure. Every action of man is based on the universal law of 'something for something'. Understanding any subject matter is not only important to answer fundamental questions like how, what, where, why, when and for whom, but also to attain preferred objectives of society and business. Marketing plays a very important role by satisfying these needs and wants through exchange processes and by serving the best quality goods with the assurance of serving the customer in the best possible manner and ends at building long term relationships. Marketing today has changed the dynamics of business besides Consumers are becoming more informative as a result the business is becoming more competitive. Hence marketers are facing fresh challenges every day and trying out new strategies to increase their realm.

Dr. Kotler explains marketing as a process and the practice of researching, generating and producing demand to meet the needs of the target market for benefit. Marketing recognizes unfulfilled needs and wishes. This determines the metrics and quantifies the size of the market defined and the opportunities for profit.

Rural

The word “Rural” describes as villatic or places far away from towns and cities. In addition to expound from sociology point of view that as a kind of people who are traditionalists in outlook, rooted in the land and who resist change.

Rural Marketing

Rural marketing is the process of developing, pricing, promoting, distributing rural-specific goods and services leading to exchange between urban and rural markets, which satisfies consumer demand and also achieves organizational objectives.

Rural Marketing Strategies

A business has many major strategies at its fingertips with respect to the width, breadth and quality of the product mix. The following strategies are commonly used by producers or companies in the rural market.

Product strategies

- Small Size Packaging
- Low-Priced Package and Product
- Rough, Tough and Loud
- Product Design
- Usable Products
- Brand Image

Pricing strategies

- Low Pricing
- Avoid Sophisticated Packing
- Refill Packs / Reusable Packaging

Distribution strategies

- Small Villages
- Agro Input Dealers
- Activating Co-operative Societies
- Utilizing PDS Stores and Petrol Pumps
- Towns as Feeder Centers

Promotional strategies

- Cinema
- Television
- Radio
- Print media
- Hoardings
- Various Congregations like Mela / Jathra / Shandis / Hats



Review of Literature

Dr. Ranbir Singh. (2019) Paper titled “Scenario of Indian Rural Market: Importance, Challenges, Opportunities and Emerging Trends” researcher concluded that 2/3rd of the country’s one billion consumers live in rural India, where almost half of the national income is generated. Higher rural incomes have meant larger markets. MNCs have built roads in rural India that help them deliver their goods, provided education and health care for communities whose workforces they rely upon, and implemented environmental programs to protect precious natural resources needed to keep supply chains to run smoothly. After analyzing the rural-urban divide, we can say that the rural markets are becoming more and more lucrative for the marketers, because of growing demand in rural sector.

Pooja Yadav. (2018) Paper titled “A Review on Rural Marketing in India: Opportunities, Challenges and Strategies” Rural marketing is a developing concept, and as a part of any economy has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach promise a bright future for those intending to go rural. Any macro-level strategy for these markets should focus on availability, accessibility and affordability. In spite of having so many challenges in rural marketing the companies have shown considerable interest in the rural India and have tried to market themselves using the 4A model which says that the products marketed should be acceptable by the rural population, the products should be easily available, they should be affordable and most importantly an awareness drive should be created to educate people about the products. In concluding remark, if the company wants to capture the rural market, they must first carry on the detailed and earnest analysis of the countryside goal market, aiming at the particular characteristics of the rural market, and utilizing different marketing strategy according to concrete situations.

Dr. N. Sreerajani, Dr. V. Bhargavi Reddy. (2017) studied that HUL mission says that long term success requires a total commitment to exceptional standards of performance and productivity and willingness to embrace new ideas and learn continuously. So innovation is the way of life of HUL. As it is so many product innovations came in to existence and the company also have done the innovation in distribution as well which led to the emergence of number of projects most prominently the project shakti which is a modified micro credit model. This project shakti not only played a significant role in aiding economic development in rural India but also let to the upliftment of lives of rural women and stood as a reason for women empowerment.

Nafeesa Fareeda and Swathi. (2016) researchers studied that India’s rural market could have been stronger than the present position, if Indian policymakers have made adequate infrastructure for rural India. Rural markets, as part of any economy, have untapped potential. Thus looking at the challenges and the strategies which rural markets offer to the marketers it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage.

Research Methodology

The present study is based on both primary and secondary data. The primary data has been collected through a structured questionnaire separately designed for respondents in Rayalaseema region. In addition personal interviews and discussions have been also held with the respondents to ascertain their views and opinions regarding various aspects of rural marketing strategies for promoting consumer products. The secondary data was collected from magazines, journals, internet searches, libraries, periodicals, related books etc.

The socio economic and demographic profile of respondents consists of gender, age, marital status, educational qualification, occupation, family type, family size & annual income. These features are described one after another.

Objectives

- To assess consumer awareness of select company products in select rural areas of Kurnool district
- To study the impact of present promotional strategies of select company on rural consumers in Kurnool district

Hypothesis

Keeping in the view the above mentioned theoretical background and objectives, the following hypothesis have been formulated.

H01: There is no association between nature of dwelling and preference given to price compare to brand and quality of products by rural respondents

H02: There is no association between gender and preferred promotional activities of HUL products by rural respondents.

Sample Size

A sample of 150 respondents has been taken for the study from Kurnool district of Rayalaseema region.

District	Mandal	Village	Samples
Kurnool	Nandyal	Ayyalur	50
	Adoni	Baladur	50
	Dhone	Chanugondla	50

Limitation

- The study is based on the reported responses evoked through the schedules and direct interview techniques rather than on direct observation of what consumers actually do in their purchase process.
- Since some of the respondents did not co- operate in replying to each of the questions in detail, a chance of bias might have crept in the research work?
- Conclusions of this study is confined to only the Research gap. Hence it cannot be generalized to other parts of the country.

Analysis

S No	Particulars	Elements	Percent
1	Gender	Male	72
2	Age	Below 25	54
3	Marital status	Unmarried	60
4	Family type	Joint	90
5	Members	5 and more	90
6	Educational qualification	Graduation	41
7	Income	Agriculture	44

Source: Computed from primary data

Out of 150 respondents in Kurnool district, all the people have expressed their views differently and they had various demographic factors. Male respondents are more in number than female, majority of the respondents are aged below 25 years, 60% of the respondents are unmarried and living in a joint family system where the number of members in the family are more than 5. A minor section of

the respondents have done their graduation and around 44% of the respondent's source of income is agriculture.

H01: There is no association between nature of dwelling and preference given to price compare to brand and quality of products by rural respondents

Factors		Pearson Chi-Square	Table value	Df	Remarks
Accommodation	Product				
Kutch Wooden house RCC Galvanised	Hair care	5.881	3.84	1	Not Significant at 5%
Kutch Wooden house RCC Galvanised	Oral care	1.846	3.84	1	Significant at 5%
Kutch Wooden house RCC Galvanised	Facial care	4.259	3.84	1	Not Significant at 5%
Kutch Wooden house RCC Galvanised	Soaps	0.13	3.84	1	Significant at 5%
Kutch Wooden house RCC Galvanised	Beverages	0.221	3.84	1	Significant at 5%
Kutch Wooden house RCC Galvanised	Home care	0.615	3.84	1	Significant at 5%

As per the opinions of the respondents it can be seen clearly that the factors are significant at 5 % and 1 DF. Hence null hypothesis is accepted.

H02: There is no association between gender and preferred promotional activities of HUL products by rural respondents.

Factors		Pearson Chi-Square	Table value	Df	Remarks
Gender	Promotional activities				
Male Female	Advertising	11.513	7.82	3	Not Significant at 5%
Male Female	Free samples	9.273	7.82	3	Not Significant at 5%
Male Female	Discounts	16.159	7.82	3	Not Significant at 5%
Male Female	Packaging	10.810	7.82	3	Not Significant at 5%
Male Female	Extra quantity	19.346	7.82	3	Not Significant at 5%

As per the opinions of the respondents it can be seen clearly that the factors are insignificant at 5 % and 3 DF. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Findings

- 72% are male respondents
- 54% of the respondents are aged below 25 years
- 60% of the respondents are married
- 90% of the respondents are living in a joint family system
- 90% of the families have more than 5.
- 41% of respondents have done their Graduation
- 44% of the respondent's source of income is agriculture.

Conclusion

It is therefore concluded that the research was performed in three rural areas of the district of Kurnool, and arrived with separate results. It can be seen from the analysis that most of the respondents are worried about the company's promotional strategies. They buy the product that they are mostly being promoted for. Product and price also play an important role in the purchases sector.

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