



RURAL PRODUCT MARKETING AND BRAND MANAGEMENT IN INDIA

¹PRASANTA MUJRAI

DEPARTMENT OF GEOGRAPHY

RESEARCH SCHOLAR OF SHRI JAGDISH PRASAD JHABARMAL TIBREWALA UNIVERSITY,

VIDYANAGARI, JHUNJHUNU, RAJASTHAN-33001

EMAIL birthday1321@gmail.com/prasanta.vugol@gmail.com

MOBILE NO.7908501994/8388032057

²Dr.KARTIK MAITI

DEPARTMENT ZOOLOGY

RAJA N.L.KHAN WOMEN'S COLLEGE (AUTONOMOUS)

ABSTRACT:

Rural showcasing is an umbrella term that includes creating, valuing, advancing, dispersing items and administrations principally to country buyers. The primary forms of handicrafts in India are Khadi (woven from hand spun yarn), cotton handlooms, embroidery carpets, leather manufacture, jewelry, related products, making musical instruments, etc. There is a need to focus on skilling rural producers with fundamental business management and administration skills. A brand must associate with its culture and personality to effectively market rural products.

Keywords: valuing; handicrafts; embroidery; fundamental; administration

I.INTRODUCTION:

Ordinarily, country item showcasing is misconstrued as rustic promoting. Provincial showcasing sees the rural populace as purchasers, while country item promoting centres predominantly on advertising the agricultural crowd's produced items. A clear distinction between these concepts helps develop a better marketing and branding strategy for rural products. Since the rural products are being consumed by both rural and urban consumers who differ significantly in terms of their education, awareness, income, lifestyle, taste, and preferences; therefore, there is a need to develop customized marketing strategies for both these categories of consumers.

Rural showcasing is an umbrella term that includes creating, valuing, advancing, dispersing items and administrations principally to country buyers. Notwithstanding, the wellspring of these items or administrations might be anyplace (i.e., in both country and metropolitan regions). Growth in rural areas even during the COVID-19 pandemic highlights a massive potential of this segment as a demand centre. Many companies, who manufacture pesticides, FMCG products, consumer durables, etc., have succeeded in their efforts to tap the rural markets by fulfilling the needs of the rural consumers. Based on these experiences, rural marketing may be a successful effort. Notwithstanding, rural item advertising has not brought about a close development direction even later proceeded with endeavours and legislative backing. Therefore, it is crucial to understand the roadblocks and develop contextualized marketing strategies for rural products.

II.REVIEW OF LITERATURE:

I. **Pawan Kumar, Neha Dangi:** Villages account for 68.84 percent of India's population, and general economic growth has resulted in a significant increase in rural communities' purchasing power. The "green revolution" has resulted in rural areas consuming a significant amount of industrial and manufactured goods. The study's primary goal was to determine the potential of Indian rural markets and identify the issues that rural marketers face.

II. **Dr (Ms) Mamta Vyas:** The impact of international brands on consumer behaviour is a touchy subject. Some of the world's most well-known businesses are tempted to follow their tried-and-true recipe in the new rural market. In this globalized way, rural marketers would do well to offer some value to their products.

III. **Md. Abbas Ali, Venkat Ram Raj Thumiki, and Naseer Khan:** Rural India has grown into a primary consumer goods market, with more than 600,000 villages and more than 70% of the population. Fast-moving consumer goods (FMCG) have become an essential product category in rural India. They did an empirical study in eight districts across South India to determine the crucial contributing variables.

IV. **Manik Katyal, Prof. (Dr.) Prabhat Srivastava:** The audience's profile and the media's availability impose numerous limits. The printed word has limited value in the rural context due to the low literacy percentage among rural consumers. The rural people's tradition-bound nature, cultural obstacles, and taboos all add to communication difficulty.

V. **Venkat Ram Raj Thumiki:** In India, fast-moving consumer goods (FMCG) have evolved as a significant product category for rural consumption. Companies that sell FMCG to rural consumers can't just apply their general/urban marketing methods to the rural market. Instead, they must develop rural-specific strategies. Factors driving pastoral purchase challenges connected to rural communication and media influences are all covered in the literature study.

III.OBJECTIVES OF THE STUDY:

- I. Finding ideas for better rural marketing and branding strategies.
- II. Gain a clear idea of the steps taken by the Government of India in the field of branding management.
- III. Find out the challenges that rural product marketing and branding face.
- IV. Outline strategies for marketing and branding management.

IV.RESEARCH METHODOLOGY:

I. STATEMENT OF THE PROBLEM:

During Rural Marketing and Rural Product Marketing Play in Permanent Roll in India During Kobid-19. The marketing of rural products in different parts of India faces many challenges. In addition, brand management has become another big problem. Various farmers have not been able to get reasonable opportunities to sell their produce in the market and have often been forced to sell their produce at low prices. Again, farmers have had problems marketing all the products that have GI tags.

II. SCOPE OF THE STUDY:

The primary goal of the research was to learn various marketing products. Therefore, they must adopt different rural product marketing and brand management strategies.

III. METHODOLOGY OF THE STUDY:

The descriptive research is designed to determine farmers' marketing methods for selling agricultural produce and the issues they faced during the COVID-19 lockout. Secondary data is gathered by distributing research publications, journals, government handbooks, and periodicals.

V.DIFFERENT TYPES OF RURAL PRODUCTS:

The beginning of the restricted items in agricultural business and associated exercises are chiefly sold as 'crude' just in rural and metropolitan regions. However, a significant by-product of agriculture and allied sector is primarily sold to the nearby rural areas. In some instances, where there are additional facilities, these raw materials are further processed and sold in more remunerative centers. For example, ITC, Adani, Kargil, etc., purchase Agri commodities in bulk from rural areas. Similarly, Reliance Fresh and Safal Market procure fruits, vegetables, mushrooms, bakeries, and other perishables through direct marketing.

Notwithstanding these items referenced above, detailed work and specialist organizations like goldsmiths, artisans, metalworkers, shoemakers, hairstylists, artistry makers, and so on, additionally structure a fundamental classification when we talk about rustic items and administrations showcasing. Khadi (handwoven cloth), cotton handlooms, silk handlooms, Zari (silver and gold thread work) and embroidery carpets, miscellaneous products made of wood, bamboo, cane, and grass, leather manufacture, earthenware plating/polishing/engraving metals, jewellery and related products, musical instrument making, and so on are the main forms of handicrafts in India. Handicrafts are known for their work, history, and cultural heritage in various states. For example, Andhra Pradesh crafts are known for their aesthetic and practical value, as well as being rich and vibrant. Wood carving, weaving, carpet making, pottery, and jewellery making are some of Arunachal Pradesh's specialties. Bihar's crafts, such as stoneware, carpet weaving, glasswork, and wood inlays, have distinct patterns and styles that reflect the state's rich cultural heritage. Nevertheless, some world famous India's Handicrafts are woodwork from Saharanpur, Uttar Pradesh; Paper Mache from Srinagar, Jammu, and Kashmir; Ceramic from Jaipur, Rajasthan. Semi-precious jewelry from Mumbai, Maharashtra; home furnishing from Kalamkari, Andhra Pradesh; Stone Inlay / Undercut from Agra, Uttar Pradesh; Ajrakh Block Printing, Gujarat; Annibuta Sari from Andhra Pradesh; Appliqué and Patch Work, Goa / Orissa/ Gujarat; Applique from Rajasthan, Himachal Pradesh, Andhra Pradesh; Arani Silk Sari Weaving from Tamil Nadu; Baluchari Saris from West Bengal; Batik, Terracotta from West Bengal, etc. to name a few.

Legitimate advertising of rustic items and administrations might build the current pay level of provincial poor and furnish them with an excellent business opportunity. Be that as it may, they couldn't completely take advantage of these arrangements and administrations to help the makers because of various restrictions. A portion of the reasons is featured in the accompanying passages.

VI.CHALLENGES IN RURAL PRODUCT MARKETING:

Some several challenges or roadblocks may create difficulty in rural marketing products. The common acquired issues looked at by the Indian country advertisers incorporate dispersed creation, actual appropriation, coordinations, legitimate and powerful arrangement of salesforce and compelling showcasing correspondence, etc. A portion of the severe issues are talked about beneath:

- i) Low Landholding leading to Lower Production Scale: The average landholding size per household is meager (~1.0 hectare). If we consider per family size and non-agricultural area, the available land for agriculture further reduces. The outcomes in a minus degree of surplus creation at the family level. Selling this overflow produce at a gainful cost turns into a test, all the more so when there are restricted quantities of proficient aggregators.
- ii) Occasional Production: Because agribusiness and unified production are seasonal, there are overabundances during harvest seasons and shortages during lean seasons, affecting supply consistency.
- iii) Dispersed Production Centers: Because rural production centres are widely dispersed, stakeholders must coordinate, organize, and communicate effectively. Despite the fact that measures are in the works, the situation remains critical.
- iv) Low Demand in Rural Areas: Farming and associated exercises are the essential types of revenue in country regions, and henceforth spending limit of shoppers relies on the agricultural produce. Because of an irregularity related to agri-pay, interest for

the provincial item may not stay steady or standard. It adds to the difficulties and reduces the appeal of the rural market as a key demand driver for these products.

v) Access to the remunerative market in urban areas is restricted: Due to a lack of information about the profitable market, the short-lived nature of produce, and the lack of low-cost storage space in the nearby district, rural producers must rely on various go-betweens (both formal and informal) to sell their produce for use by the metropolitan market. This impediment prompts abuse by the delegates.

vi) Transportation and Warehousing: Although the nature of streets and their network to towns are improving, still there is a critical difference on this front across locales of our country. Numerous villages are situated in sloping landscapes that might impede them from offering their items to metropolitan business sectors. Most advertisers use work vehicles or bullock trucks in country regions to appropriate their things. It makes it difficult for adequate transportation and consequently influences country items' inventory network. Warehousing is one more severe issue in rural regions, as there is no collaborative organization to care for the capacity issue. Endeavors towards warehousing are reliant upon rustic business ventures and government conspires, as it were. The administrations delivered by focal warehousing organizations and state warehousing enterprises are accessible in metropolitan and rural regions.

vii) Ineffectual Distribution Channels: A setting-driven altered dissemination channel is required due to dissipated creation. There are numerous go-betweens, which thus builds the expense of transportation and makes managerial issues because of helpless correspondence and coordination. Because of the absence of an appropriate foundation, makers have no choice except to rely upon these organizations for selling their items.

viii) Lack of Knowledge and Awareness of the Lucrative Market: The limited use of advanced technology, government plans, and motivating forces, such as access to small financing options, also slows the pace of a country's item promotion.

ix) Many Languages and Diversity in Culture: It also limits rural sellers to operate in all markets seamlessly. This limitation, coupled with insufficient resources and infrastructure, restricts their mobility and product marketing efforts.

VII.SOLVING PROBLEMS THE RURAL PRODUCTS MARKETING IN INDIA:

Although the above challenges appear to be trying to survive, factors, for example, rising per capita pay, expanding mindfulness towards the utilization of maintainable and harmless to the ecosystem items, wellbeing awareness of shoppers, and so on, additionally, give a chance to advertisers to zero in on rustic things. Following ideas are proposed to help in taking care of the issues related to rustic item promotion in India:

i) Aggregation is emphasised: Marketers can use contract farming, Self-Help Groups (SHGs), Farmer Producer Organizations (FPOs), cooperatives, and other methods to do localised aggregation at a lower cost. The government of India is also promoting these institutions to promote the sales of rural products. The marketers can invest in awareness generation among rural producers for setting up such organizations. Location-specific multimode transportation (e.g., cart for hills, vans in rural areas) can play an essential role in aggregation.

ii) Making Localized market through Rural Marts: Promoting setting up rustic shops as provincial regions likewise end up being a business opportunity for the country items. This kind of rural mart has become more prevalent in Andhra Pradesh and Karnataka (Raitha Santhe), wherein the rural producers will come to these bazaars every day and sell their products on their own in the specified stalls allotted for them. In this direction, the state of Sikkim has introduced social processes to collectivize production and marketing. They will not have to wait for the weekly bazaars or has.

iii) Advancing Collaborations with Commercial Organizations: Besides the interest-driven coordinated efforts between massive business foundations and provincial endeavors, the public authority ought to likewise advance motivator-driven associations, so more such able establishments introduction to country item promoting. These impetuses could be in the types of lower loan fees, exclusion of specific expenses, thought of some piece of such ventures as CSR reserves, and so on

iv) Emphasis on New Product Development: Traditional rural products may not generate more returns to the producers and marketers. As a result, developing and adopting new technologies must be prioritised in order to create a diverse portfolio of rural products. Using such technologies to convert non-usable agri-wastes into aesthetically appealing products such as handicrafts, developing sustainable and environment-friendly packaging materials, etc., could be helpful for rural product marketing. However, venturing into new product development should be based on thorough market research so that such initiatives are sustainable for rural enterprises.

v) Skilling Rural Workforce: In addition to efforts towards developing entrepreneurship, there is a need to simultaneously focus on skilling rural producers with fundamental business management and administration skills. Instructive Institutions and Universities conferring business the board schooling can be roped in for the equivalent. Such skilling endeavors will assist with giving a very much prepared, moderately minimal expense, and attitudinally adjusted labor force to associations and further work on the feasibility of rustic item assembling and showcasing endeavors. These pieces of training should also focus on online and digital marketing as this will develop their capabilities to explore markets beyond their regions.

vi) Correspondence and advancement of Rural Products: A ton of accentuation is required on creating mindfulness about different items, brands, and sides of rustic items. All channels of correspondence and advancement viz., TV, FM Radio, film and place to check out promoting, varying media exposure vans, occasions like celebrations, fairs, dance and dramatization shows, sanctuary celebrations, territorial festivals, bunch gatherings, and so forth, might be utilized relying on the objective fragment. The utilization of neighborhood language ought to likewise be setting and district explicit. With the ascent in cell phones and web entrance in India (both provincial and metropolitan), there has been a rising pattern towards utilizing online media for correspondence. Therefore, the marketers may emphasize leveraging such social platforms, namely LinkedIn, Facebook, Twitter, Whatsapp, other media portals, etc., to promote and market rural products. They may also utilize significant scale events, fairs, exhibitions, and conferences for promoting these products.

vii) Digital and online marketing: It should be leveraged immensely as these provide considerable benefits in reaching customers across the globe. Online government platforms can also be beneficial for such transactions.

viii) Sales promotions: For rural products, SHGS and other community-based enterprises may be able to help expand the market. They may arrange adequate training to handle the activities like door-to-door sampling, marketing, and product promotion in a culturally sensitive manner.

ix) Good Branding - Rural items need marking like FMCG items. There is a requirement for legitimate marking of rustic items to draw in and hold clients.

VIII. RURAL PRODUCT MARKETING STRATEGIES:

The idea of provincial item advertising is a client-driven 'sense and reaction' theory. Here is a portion of the methodologies followed by MNCs and nearby organizations for rustic item advertising effectively

1) Item Strategy: The rustic customer is exceptionally cognizant about getting 'an incentive for cash. Low value, superior grade, and various uses are fundamental contemplations for country item plans and highlights like nourishment, therapeutic element, etc. For example, during the COVID-19 pandemic, many jaggery manufacturers in Bihar, Karnataka, and Tamil Nadu mixed ginger in the jaggery and sold it as a remedial measure. COVID- 19. the should develop the product as per the needs and requirements of the consumers in different sizes and quantities. Given item highlights and target section, it ought to be bundled taking due thought of reasonableness, capacity to separate, the accommodation of utilization, item advance, assurance of items and style, the convenience of usage, product appeal, protection of products, and aesthetics,

2)Valuing Strategy: Optimum evaluating methodology ought to be followed according to the idea of the item and quality. We might need to be exceptionally cutthroat as far as value while at the same time zeroing in on the country markets, while the can evaluate a similar item at some superior cost for metropolitan buyers by featuring the idea of the item, its creation, custom, geo-labeling, and so forth

3)Promotion Strategy: The test is to make correspondence that would assist the country and metropolitan purchasers in perceiving brands, logos, visuals, and tones. A brand must associate with its culture and personality to effectively market rural products.

4)Item Placement and Distribution Strategy: Physical assortment, conveyance, overseeing coordination, and controlling promoting correspondence are critical obstructions to the showcasing of restricted items. The assortment and conveyance structure include stock focuses in feeder towns to serve the retail outlets at provincial and metropolitan focuses. Various appropriation systems might need to be utilized relying on the item, target clients, accessibility of coordination, transportation, and warehousing foundation. Notwithstanding conventional deals focuses like retail outlets, fairs, and so on, advertisers should lay a great deal of accentuation on teaming up with the public conveyance framework (Fair Price Shop), especially in provincial regions. Provincial shopping centers or rustic stores could likewise be helpful in both selling merchandise (country items) to the country networks and purchasing their ranch and non-ranch produce and, in this manner, going about as a two-way production network.

IX. BRAND MANAGEMENT IN RURAL PRODUCTS:

Branding plays an essential role in marketing any products or services, not excluding rural products. It helps identify the products among competitors, connecting with its consumers. Any best business would seem dull without good branding. They should make special efforts on the branding of rural products to ensure their sustained sales and improve the returns for the producers as all as marketers. For branding purposes, one may use the quality attributes and positive externalities of the products (such as environment friendly, healthy, etc.) as the drivers and capitalize on the historical and cultural importance of their production using Geographical indication (GI) tags. For example, Darjeeling tea was the first item to obtain a GI tag in the country way y back in 2004. As of now, the highest numbers of GI tags were bagged by fruit crops followed by vegetables. They could also leverage the cultural significance in promoting rural products such as Bihar Madhubani paintings and crafts.

X. CHALLENGES IN RURAL PRODUCT BRANDING:

i) Denied showcases and Deprived People in Rural Areas: A more significant part of the rural populace in the nation is under the class of Below Poverty Line (BPL), and the business sectors are immature. Further, the clients are more practice bound instead of marking bonds.

ii) Multi-linguistic Customer Base: Indian rural market has many languages and dialects that create a barrier for communication.

iii)Low Literacy: When contrasted with metropolitan clients, the rustic client base has a lower education rate, making print media inadequate and immaterial. Unskilled clients frequently can barely perceive the fake brands in the neighbourhood market.

iv) Trouble in Understanding Brand as an Asset: Lack of thinking to the degree of different brands overall prompts trouble understanding the significance of a brand and its worth. More perspective is needed to make a brand on provincial item promotion.

v) Keeping up with Relevance and consistency is Difficult: Most restricted items are nature-subordinate. Subsequently, they should move toward marking proactively and comprehensively. Now and then, it is hard to address the adverse reactions of the clients and keep up with enough energy to manage these reactions posted via online media.

vi) Branding is a Costlier Affair: Since branding is much costlier, it has to be created at the aggregators or organizational level.

XI. SUGGESTIONS FOR RURAL PRODUCT BRANDING:

i. Utilization of Geographic Indication (GI) labels the sign utilized on items with a particular geological beginning and have beginning-based characteristics and notoriety in the locale assist with advancing the country items as the brand.

ii) Making brand Ambassadors by the Government: Unlike other FMCG items, to advance marking in horticulture, the public authority ought to use the top Government Officials (particularly IAS Officers) and Ministers as Brand Ambassadors. The GI labels, supplements, and quality boundaries might be utilized as their excellent highlights of the items. Further, they found area celebrities as brand clergymen to propel commonplace things thriving in the state like Karnataka, wherein the brand 'Nandini' of Karnataka Milk Federation (KMF) has gotten the most raised reputation in the state.

iii. Highlighting the Product Features: Making mindfulness about brands by featuring the elements like natural nature, nourishment, beginning (like Madhubani painting, Alfanso mango, Litchi honey, and so on), custom, and so forth,

CONCLUSION:

There is a developing interest in restricted items in India. Notwithstanding various issues and barriers, it gives a fantastic chance to makers and advertisers to tap this potential. As referenced before, due accentuation is needed to be given to the action of the total of produce, making confined market through rustic shops, advancing joint efforts with huge business associations, new item advancement, skilling country labor force, context-oriented correspondence, and advancement, computerized, on the web and direct advertising and marking for fruitful promoting of restricted items. It will require multipronged item advancement procedures, evaluating, advertising, and dispersion to en-cash the developing business sector for prohibited items. The shortcoming of the country store network is one of the critical issues as there are numerous partners associated with provincial creation and showcasing. Union, joint effort, and coordination among these partners will assume a crucial part in taking advantage

of this undiscovered market. Fruitful models like the 'Center and spoke coca-cola, 'Venture Shakti' of HUL, 'Utsav' campaign by Asian paints might be embraced while advertising restricted items. They might advance the rustic item marking by making brand diplomats, for example, popular government officials, legislators, and nearby superstars for country items.

REFERENCES:

1. Ahmed, A. (2013). Rural Marketing Strategies for Selling Products & Services: Issues & Challenges. *Journal of Business Management & Social Sciences Research (JBM&SSR)*, 2(1), 55–60. http://www.ijtbm.com/webmaster/upload/Sep_2013_Vikas_Singh.pdf
2. Ali, M. A., Ram, V., Thumiki, R., & Khan, N. (2012). Factors Influencing Purchase of FMCG by Rural Consumers in South India: An Empirical Study. *International Journal of Business Research and Development*, 1(1), 48–57. www.sciencetarget.com
3. Anil Kumar S., & Hagargi. (2011). Rural market in India: Some opportunities and challenges. *International Journal of Exclusive Management Research*, 1(1), 1–15.
4. Awadhesh kumar Sing, S. P. (2005). *RURAL MARKETING :Indian Perspective*. New Age International (P) Ltd.
5. Bassi, M. P., & Sharma, M. B. (2012). Rural Marketing “ A Paradigm Shift in Marketing .” *International Journal of Research in Management*, 4(2), 129–137.
6. Bhandari, D. (2016). Research Article on Rural Marketing - A Study in Jodhpur District. *International Journal for Innovative Research in Multidisciplinary Field*, 2(7), 234–239.
7. Bhatia, T. K. (n.d.). *Advertising & Marketing In Rural India*. 1–23.
8. Bhavika Pandita Hakhroo. (2020). Review of Rural Marketing in India and Innovations in Rural Marketing. *International Journal of Engineering and Management Research*, 10(5), 5–11. <https://doi.org/10.31033/ijemr.10.5.2>
9. C.S.G.Krishnamacharyulu, L. R. (2016). *Rural Marketing Text and Cases* (Issue July).
10. Das, S. S. (2018). Rural Market and Marketing. *International Journal of Management, Technology And Engineering*, 8(XII), 5144–5170. <https://www.researchgate.net/publication/329935339>
11. Deepukumar, G. . C. and. (2020). Different Strategies of Rural Marketing. *Ethics in Rural Psychology*, April, 7–12. <https://doi.org/10.4324/9781351007603-3>
12. Dhillon, K. S. (2015). Rural Marketing : A Review on Challenges and Opportunities. *IJMBS*, 5(2).
13. Dr. Sheela Singh, J. A. S. (2012). MAKING ADENT INTO THE RURAL MARKET. *Integral Review-A Journal of Management*, 5(1), 36–41.
14. Gautam Vij, D. G. (2016). Rural Marketing in India: Strategies and Issues ahead. *International Journal Of Business Management*, 2(July), 1–23.
15. Gupta, M., & Jain, M. (2016). Indian Rural Market : Opportunities and Challenges. *Voice of Research*, 4(4), 33–40. https://www.researchgate.net/publication/329707882_INDIAN_RURAL_MARKET_OPPORTUNITIES_AND_CHALLENGES
16. Kalaiselvi, K. T. (2016). *Problems in Rural Marketing*. 5(1).
17. Katyal, M. (2019). Key Dimensions and Scope with Rural Marketing. *International Refereed Journal of Reviews and Research*, 7(1).
18. Kaur, B. (2015). Rural Marketing-A Concept of Marketing Management. *IOSR Journal of Business and Management*, 40, 40–45. http://www.iosrjournals.org/iosr-jbm/papers/AETM'15_MBA/2/21-MBA-163.pdf
19. Kaur, P. (2016). THE PRESENT SCENARIO OF INDIAN RURAL MARKET. *International Journal of Business Quantitative Economics and Applied Management Research*, 2(11), 88–95.
20. Khan, N., & Khan, M. M. (2012). Marketing revolution in rural India: Emerging trends and strategies. *Journal of Business Administration and ...*, 1(July 2020), 34–56. <http://www.infinitypress.info/index.php/jbae/article/view/7>
21. Malick, T. V, & Krishnan, J. J. (2014). Rural Marketing Strategies, Issues and Challenges. *International Journal of Engineering and Management Research*, 4(2), 116–122. www.ijemr.net
22. Mande, R. (2020). Rural Marketing in India : Opportunities , Challenges , Key Decision Areas and Marketing Strategies. *International Journal of Creative Research Thoughts*, 8(12).
23. Mathew, B., .Lakshmi Narayana, K. (2015). a Study on Brand Awareness and Preference of Rural Consumers Towards Fmcg Goods in Rural Markets With Reference To Chickaballapur District. *International Journal of Business and Administration Research Review*, 1(9), 51–59.
24. MD RAFIUDDIN, D. B. A. (2011). UNDERSTANDING THE POTENTIAL OF RURAL MARKETING IN INDIA - AN ANALYTICAL STUDY. *ZENITH International Journal of Business Economics & Management Reserach*, 1(2), 13–18. <http://zenithresearch.org.in>
25. MHRD, G. (2010). Rural Management Marketing Perspective. In *MHRD* (Vol. 24101801, Issue March). <http://www.credall.org.in/images/npvol07.pdf>
26. Mishra, S., & Kumar, V. (2013). Rural Marketing in India Challenges and Opportunities. *SSRN Electronic Journal*, 1–8. <https://doi.org/10.2139/ssrn.2352405>
27. Moorthi, Y. L. R. M. (2012). Branding Principles - Application to Business-to-Business Branding. *Journal of Business - to-Business Marketing*, 11(3), 10–13. <https://doi.org/10.2139/ssrn.2160650>
28. Patil, P. D. (2017). Emerging Trends in Rural Marketing and Strategies. *Online International Interdisciplinary Research Journal*, 7(Nov 2017), 135–142.
29. R. Sarathy, D. S. S. (2017). A Study on Effectiveness of Intergrated Marketing Communication in Rural Marketing With Special Reference in Fmcg Industry. *International Journal of Scientific Research in Computer Science Applications and Management Studies*, 1(18), 115–124.
30. S.M. Faiz H.Rizvi, R. V. & D. P. P. (2016). DILEMMA AND DARE OF RURAL MARKETING STRATEGIES. *International Journal Of Core Engineering & Management (IJCEM)*, 2(10), 10–24.
31. Sai, V., & Rao, S. (2013). BRAND MANAGEMENT OF FMCG GOODS: A COMPARATIVE STUDY OF BRAND LOYALTY AMONG THE URBAN AND RURAL CONSUMERS. *SSRN Electronic Journal*, 2(2), 25–27.

- <http://www.aijsh.orgajrm>
32. Sambrani, D. S. (2017). UNDERSTANDING RURAL MARKETS – A STUDY OF POTENTIAL OPPORTUNITIES AND CHALLENGES. *International Journal of Computational Research and Development*, 2(1), 113–117.
 33. Singh, D. M. K. (2017). Product Branding in Rural Markets: The Outline of Marketing. *International Journal of Application or Innovation in Engineering & Management (IJAEM)*, 6(8), 35–37.
 34. Sivanesan, R. (2014). Problems of Rural Market in India – An Overview. *International Journal of Research in Business Studies and Management*, 1(2), 1–7. <https://www.ijrbsm.org/pdf/v1-i2/1.pdf>
 35. Ulwick, A. W. (2017). *A New Perspective on Strategy*. 86.
 36. Venkat Ram Raj Thumiki, M. A. A. (2019). Marketing of FMCG to Rural Consumers in Andhra Pradesh – Literature Review. *Asia-Pacific Marketing Review*, 1(December 2012), 49–57.
 37. VYAS, M. (2013). Influence of International Branding on Rural Consumer With Reference To Mhow Blocks. *International Journal of Innovations in Engineering and Technology (IJJET)*, 1(1), 1–7. <http://ijjet.com/wp-content/uploads/2013/01/1.pdf>

