



# Impact of Marketing and Advertisement on the Behavior of Rural Consumers

**Dr. Renuka Ganesh Karpe**

**Shirur Shikshan Prasarak Mandal's**

**Chandmal Tarachand Bora College of Arts, Commerce and Science,**

**Shirur. Dist – Pune., Maharashtra., India**

## **Abstract:**

This research paper aims to investigate the influence of marketing and advertising strategies on the behavior of rural consumers. As rural markets play a crucial role in the economic development of many countries, understanding the dynamics of consumer behavior in these areas is essential for businesses to formulate effective marketing strategies. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gain a comprehensive understanding of the factors affecting rural consumer behavior and the impact of marketing and advertising on their purchasing decisions.

**Keywords:** Rural Consumer Behavior, Marketing, Advertising, Socio-economic Factors, Digital Media, Consumer Decision-making.

## **Introduction**

### **1.1 Background**

Understanding consumer behavior is a key element of a marketing strategy. In fact, before implementing a strategy, it is essential to fully understand the needs and expectations of the consumers you want to influence. To do this, you need to understand how the consumer will react and be influenced by your different marketing strategies.

Rural markets represent a significant and untapped potential for businesses, contributing substantially to the overall economic growth. The distinct socio-economic and cultural characteristics of rural areas necessitate a nuanced understanding of consumer behavior, especially in the context of marketing and advertising.

## 1.2 Objectives of the Study

The primary objectives of this research paper are to:

- a) Examine the socio-economic and cultural factors influencing rural consumer behavior.
- b) Analyze the effectiveness of marketing and advertising strategies in rural markets.
- c) Understand the role of digital media in reaching rural consumers.
- d) Provide insights and recommendations for businesses targeting rural markets.

### • Literature Review

This section reviews existing literature on rural consumer behavior, marketing strategies in rural areas, and the impact of advertising on consumer decision-making. It highlights gaps in the current research and sets the stage for the present study.

To understand consumers' behavior, marketers must first understand what drives their purchasing decisions. For example, studies have shown that familial factors, such as having children, can play a role in which products consumers buy. Individuals' perception of a brand, and whether owning a high-value item, such as an Apple iPhone, is important to their self-identity can also affect purchasers' decision-making. Shoppers' age and gender have also been proven to impact how and why they make purchases.

### Different marketing Strategies used in Rural Area

By employing these strategic approaches thoughtfully, businesses can unlock new opportunities and enjoy sustained success in rural markets.<sup>1</sup>

This in turn has empowered relationships to serve the rural markets, to guarantee the receptiveness of things through a sound distribution network, beating the overpowering attitudes of rural clients and making brand awareness (Kashyap, 2016).<sup>2</sup>

<sup>1</sup> 21 Sept. 2023, <https://www.mediummultimedia.com/en/marketing-usa/how-do-you-do-rural-marketing/>. Accessed 25 Jan. 2024.

<sup>2</sup> [https://journalofbusiness.org/index.php/GJMBR/article/view/3110/4-Emerging-Trends-in-Rural\\_JATS\\_NLM\\_xml](https://journalofbusiness.org/index.php/GJMBR/article/view/3110/4-Emerging-Trends-in-Rural_JATS_NLM_xml). Accessed 25 Jan. 2024.

## Role of digital media in reaching rural consumer

By examining digital media usage patterns, changes in information-seeking behavior, the influence of social media, and the consequential shifts in purchase decisions among rural consumers, this article sheds light on the dynamic transformation occurring in India's rural markets.<sup>3</sup>

### Insights and recommendations for business targeting rural markets.

Mainly this paper focus on how intermediaries face problems and what are the challenges they may go through the problems at rural markets which affects their business and profitability.<sup>4</sup>

- **Methodology**

#### 3.1 Research Design

A mixed-methods approach will be employed, including quantitative surveys of market and qualitative interviews of consumers. The surveys will be conducted across different rural regions, while interviews will offer an in-depth understanding of individual perspectives.

#### 3.2 Sample Selection

Random sampling will be used to select representative samples from diverse rural regions. The inclusion criteria will consider factors such as age, income, education, and occupation to capture the heterogeneity within rural populations.

#### 3.3 Data Collection

Surveys will be distributed electronically and in-person, while interviews will be conducted face-to-face. The data collected will be analyzed using statistical tools for quantitative data and thematic analysis for qualitative insights.

<sup>3</sup> 4 May. 2023, <https://ijsra.net/sites/default/files/IJSRA-2023-0760.pdf>. Accessed 25 Jan. 2024.

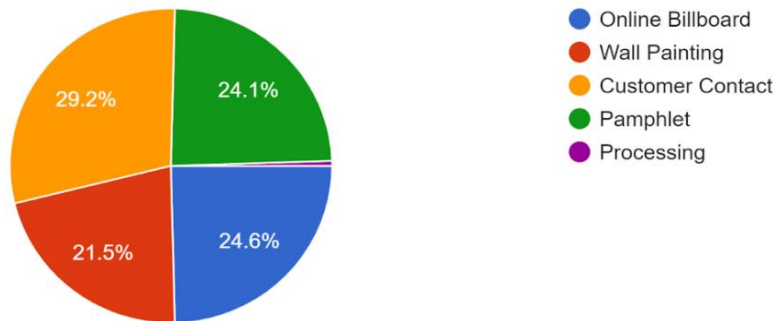
<sup>4</sup> <https://www.jetir.org/papers/JETIR1902E18.pdf>. Accessed 25 Jan. 2024.

### 3.4 Data Analysis

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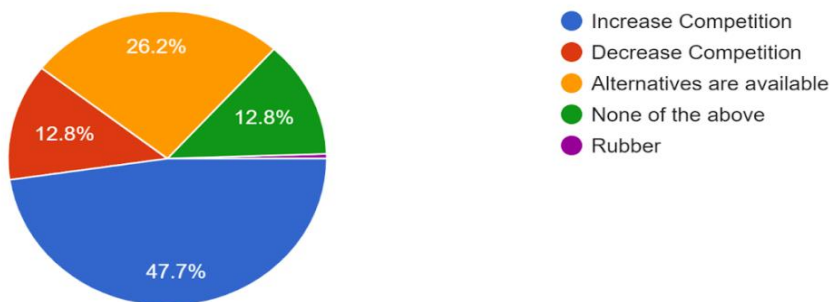
2) Which type of advertising strategy is impactful in rural area

195 responses



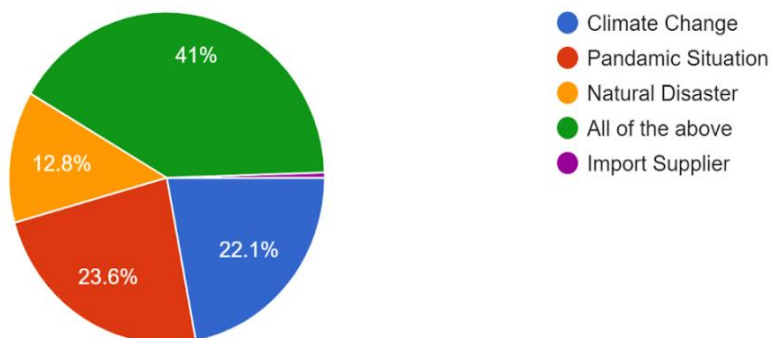
3) Does the inclination increase with changed pattern of advertise?

195 responses



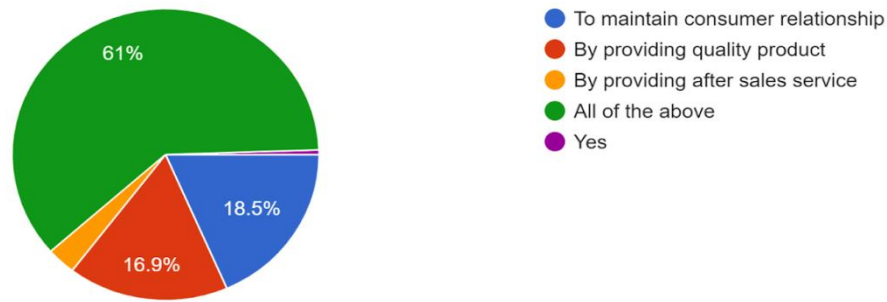
4) Which environmental factor strongly affected in consumer buying behavior?

195 responses



5) What techniques do you use to maintain the image of your business in the minds of customers?

195 responses



## • Findings

This section will present the key findings related to the socio-economic factors influencing rural consumer behavior, the effectiveness of marketing and advertising strategies, and the role of digital media.

- i. To maintain good image of business in the minds of consumers business maintain the relation with their consumers with a weapon of quality good/ Service and after sales service. So whatever product selling by business these things helped them to maintain and increase their consumers.
- ii. Consumer buying behavior influenced by climate change, climatic situation, natural disaster if any and many more things which influence economy condition.
- iii. Business can definitely increase their consumer by inclining them with new advertising pattern.
- iv. Customer contact, online billboard, wall painting, pamphlet are impactful strategies in rural area.

## Discussion

The findings will be discussed in the context of existing literature, highlighting the implications for businesses and suggesting potential areas for further research.

- **Conclusion**

This research contributes to the understanding of rural consumer behavior and the impact of marketing and advertising. The insights gained will help businesses tailor their strategies to effectively reach and engage rural consumers, fostering sustainable economic growth in these regions.

- **Recommendations**

Based on the research findings, practical recommendations will be provided for businesses seeking to optimize their marketing and advertising efforts in rural markets.

Different strategies which studied for research has risen due to different problems faced by consumer and solution found by seller. So to attract more and more consumer R &D Department of any organisation should work hard.

- **Future Research Directions**

This section will outline potential avenues for future research, building on the limitations and gaps identified in the current study.

Consumer now shopping more consciously with the help of information technology and different information avail him with social media. Marketer of seller must be one step ahead to satisfy the different need of rural consumer. Consumer is king of the market so negligence toward consumer will be harmful for remaining factors related to this system. Consumption can only boost the economy, whereas marketing strategies like market segmentation, pricing, product, competitive, hoarding, wall painting, advertisement strategies, shop branding fairs (melas) events etc. can only increase. So marketer must me more focus towards consumer behaviour.