

## RURAL MARKETING

Rural marketing refers to the framing and application of various marketing principles and strategies along with the marketing mix by the companies to capture the potential market and satisfy the needs of the people living in the remote areas of the country. ie

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives.

**Example:** One of the prominent marketing strategy adopted was Nokia's launch of affordable mobile phones 'Nokia 1100', which has a bright torch and an alarm clock. This was done to facilitate the rural population residing in the areas where there is no electricity.

### WAYS OF RURAL MARKETING :

The rural marketing involves two primary elements; one is rural and second is urban. The exchange of goods between these two markets can be understood in the following ways:

- **Urban to Rural:** The products manufactured in cities such as the FMCG products, fertilizers, consumer durables, etc. are made available in the remote areas. This is termed as urban to rural marketing.
- **Rural to Urban:** The goods manufactured or grown in rural areas or villages, including crops and other agricultural products, handicraft items, pottery products, etc. are sold to the consumers of urban areas. It is known as rural to urban marketing.
  - **Rural to Rural:** When a rural manufacturer sells products like cattle, pottery, carts, etc. to other villages, it is called as rural to rural marketing.

### CHARACTERSTICS OF RURAL MARKET :

The rural market can be understood as the selling and distribution or exchange of goods in the village or remote areas. The following characteristics will help us to understand the rural market better—

**Low Standard of Living:** The village lifestyle is quite conservative and straightforward. People here spend more on necessities instead of luxury goods, making it very different from that of city life

**Large and Scattered Market:** A significant percentage of the population resides in villages. There are numerous villages located throughout the country, with a small group of people living in each of them. Thus, the rural market is spread over a vast area.

**Traditional Outlook:** The village population tend to stick to their traditions and are resistant to change due to low literacy level. However, the rural youth is initiating development though at a slower pace.

**Agriculture is Major Source of Income:** The village population is highly dependant upon the agricultural income for their living. In the case of crop failure, the rural people have low disposable income.

**Development of Infrastructure:** The rural areas lack proper infrastructure facilities such as appropriate transportation, cemented roads, communication network, banks, warehouses, etc.

**Diverse Socio-Economic Background:** Since the fertility of the land is uncertain and covers a large geographical rural area, there is a social-economic diversity in the people of these areas.

**Seasonal Demand:** The seasons and stages of agriculture, influence the demand for goods and services in rural markets. Hence they have two major seasons, namely kharif and rabi.

**Prevalence of Spurious Brands:** In rural areas, people are more price-conscious and illiterate. Due to this, several fake brands penetrate these markets with cheap products that look similar to the original ones.

**Low Literacy Level:** The percentage of illiteracy is quite high in remote areas. Thus, disconnecting them with the print media and therefore, the marketers use another medium such as radio, roadshows and nukkad dramas for rural marketing.

**Heterogeneous Market:** The people living in the villages belong to different religion, culture, social and economic backgrounds, linguistics, etc. and therefore have different perspective and demands.

#### **REASON FOR GOING TO RURAL MARKET :**

**Saturation of Urban Markets:** The metropolitan areas are well-equipped with different products and services. Therefore, the companies rescue to the rural markets to increase sales.

**Better Employment Opportunities:** The government is engaged in developing job prospects other than agricultural activities for the rural population through Jawahar Rozgar Yojana (JRY). It provides an opportunity for the companies for entering the rural markets.

**Increase in Rural Income:** As modern agricultural practices have emerged in rural areas, the farmers have been able to produce a better harvest and reduce crop failures. This has ultimately increased the disposable income of the villagers.

**Change in Rural Consumer Behaviour:** The demand for goods or services in rural areas is immensely pricing sensitive. However, consumers are moving towards the purchase of technical products, like mobiles and computers. Thus, expanding the growth scope for the companies.

**Favourable Government Policies:** The government carry out varied programmes and frames various policies to develop job opportunities and promote the sale of goods and services in rural markets.

**Improvement in Infrastructure Facilities:** The infrastructure growth, i.e., construction of roads and warehouses, transportation services, developing communication network, etc. in the remote areas, is another benefit for the companies investing in these areas.

**Penetration of Information Technology:** The rural population is slowly upgrading to technology and using new modes of communication and media like mobile phones, television, etc. Thus, creating enormous opportunities for business organizations.

**High Competition in Urban Markets:** In urban areas, the people have complete knowledge about the goods or services and are highly brand conscious. However, rural markets are still in need of better products or services.

**Large Rural Population:** The significant advantage of entering the rural markets is that the company gets exposure to a large population with many potential consumers.

**Huge Uncaptured Market:** There is vast scope for the companies to introduce new products in the remote areas of the country to build up their market.

## **DIGITAL AND MOBILE MARKETING**

### **DIGITAL MARKETING**

Digital marketing is advertising which is delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel

**Digital marketing is any form of marketing products or services that involves electronic devices.**

Basically, digital marketing refers to any online marketing efforts or assets. Email marketing, pay-per-click-advertising, social media marketing and even blogging are all great examples of digital marketing—they help introduce people to your company and convince them to buy.

**What is mobile marketing?**

- Mobile marketing is promotional activity designed for delivery to cell phones, smart phones and other handheld devices, usually as a component of a multi-channel campaign.
- Mobile Marketing is the art of marketing your business to appeal to mobile device users. When done right, mobile marketing provides customers or potential customers using

smartphones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go.

- The **Mobile Marketing** refers to the marketing activities undertaken to reach the consumers directly via mobile phones, connected to a ubiquitous network, to which the consumers are frequently connected.

With the advent of the smartphones, well compatible with the internet connection, the companies have started to send the videos, audio clips, images of their products to consumers, so as to enable them to have a feel of the product.

## Mobile Marketing Methods

1. **Short Message Service (SMS):** The SMS or text message is the most common and the traditional method of mobile marketing wherein the customized messages according to the customer's demographics are sent to their personal mobile phones.
2. **Multimedia Message service (MMS):** The MMS is again one of the traditional forms of mobile marketing, wherein the media or images of maximum length can be sent to other mobile phones without any internet connection.

The MMS can be sent to any mobile phones provided their handsets are compatible with this message service.

3. **Quick Response Codes (QR):** The QR code is a mobile application that can be downloaded on the smartphones through which the consumer can read the barcode to know about the details of the product.

The QR codes are the latest means of mobile marketing that redirects the consumer directly to the website once they scan the QR code given online. Also the text, mobile numbers, addresses, etc. can be stored in the QR code, such that, the same can be sent to others who can scan it using their app, thereby limiting the sending of business cards.

**4.Location Based Services:** With the use of GPS, the companies can track the location of the mobile users, and then send the messages that are customized according to the location in which they reside.

**5.Push Notifications:** The Push Notifications are usually the text messages which are sent by the server and do not require any specific application to be open on the mobile phone to enable these push notifications.

The users can opt for the push notifications at the time they install any services and can manage these pop-ups according to their convenience.

**6.Mobile Advergaming:** This is one of the latest methods of mobile marketing wherein the companies make use of video games to promote their products and services.

The film companies are the ones who make a much use of the mobile advergaming, such as spider man, iron man, resident evil, etc. are some of the movies on which video games are developed and gained much popularity among the youth.

The mobile marketing is the extension of the **Internet Marketing** and is sometimes called as **Wireless Marketing**. Through this method, the companies can reach a large audience at a much less cost and can have an effective promotional activity.