

# Definition and Features of Rural Marketing Strategies for Encourage Development in Rural Areas

**Abdul Samad**

Universitas Fajar, Indonesia.  
E-mail: abdulsamad@unifa.ac.id

**Reza Salima**

Politeknik Indonesia Venezuela, Indonesia

**E. Laxmi Lydia**

Professor, Vignan's Institute of Information Technology(A), Department of Computer Science and Engineering, Visakhapatnam, Andhra Pradesh, India. E-mail: elaxmi2002@yahoo.com

**Elihami**

STKIP Muhammadiyah Enrekang, Sulawesi Selatan, Indonesia

**K. Shankar**

Department of Computer Applications, Alagappa University, India.  
E-mail: shankarcrypto@gmail.com

## **Article Info**

**Volume 82**

**Page Number: 4983 - 4988**

**Publication Issue:**

**January-February 2020**

## **Abstract:**

Marketing services and goods to village generally referred as rural marketing. By adding the term agricultural marketing its scope can be extended, that focus the production flow from rural to urban areas. Leading to exchange between urban and rural market the rural marketing include

distributing rural specific product, price, rural specific service, developing process and promotion. Rural marketing focus on achieving the goals of organization and satisfying the demand of customers. Due to recent increase in the rural incomes for a concentrated marketing the rural marketing offer a great scope. The rural marketing is a great part of any economy and it has a huge potential, this is why marketers recently realized a great opportunity in this developing concept.

## **Article History**

**Article Received:** 18 May 2019

**Revised:** 14 July 2019

**Accepted:** 22 December 2019

**Publication:** 25 January 2020

**Keywords:** Rural marketing, village, agricultural marketing, economy.

## **Introduction**

According to the person that takes part in the marketing the concept of rural marketing can differ. This disarray prompts misshaped comprehension of the issues of rural marketing and, all the more frequently discernments. In any case, rural marketing and rural markets have extraordinary highlights when contrasted with urban markets.

Because of the recent increase in the rural per capita incomes and the probability that livelihoods for concentrated marketing effort rural markets offer great scope. Due to higher prices for agricultural products and better production the income will enhance faster. In the past one decade the rural market has radically changed. For the corporate a decade ago it is consider as a more unstructured target location. In these market very

few agro-based organizations were focusing. For lower level of awareness amongst rural peoples and leading to the poor reach of products lack of technology and Illiteracy are the other factors.

### Rural Marketing Nature

It can be defined as a two way marketing process to the rural marketing. For production or consumption into rural market there is inflow of products and to urban areas there is also an outflow of products. The transaction can be as follows in two ways marketing process:

1. Rural to Urban: In this transaction the rural products are come for sell in urban market. It cannot be direct. For selling the grains, fruits, pulses, vegetables etc generally they have government co-operatives, middlemen, agencies etc.
2. Urban to Rural: By urban markets in rural areas it includes the selling of services and products. It involves Consumer durables, Pesticides, FMCG Products etc.
3. Rural to rural: To another village in its proximity it include the selling of carts, agricultural tools, cattle etc.



Figure 1: ways of rural marketing

Over the years it is seen that the rural market is continuously growing. For the individuals who can understand the energy of country markets and press those furthering their best potential benefit the rural market provide several opportunities. As differ from

urban markets the rural markets possess special features and extremely unpredictable. The featured populace is transcendently ignorant, have lower and unpredictable pay levels. Due to inconsistent income they do not possess a predictable or stable reaction pattern. They don't have a steady or an anticipated response example because of conflicting pay. Interest for an item relies upon the accessibility of necessities like hospitals, power, schools and transportation. In the rural sector the rural markets hugely depend on the contribution of government.

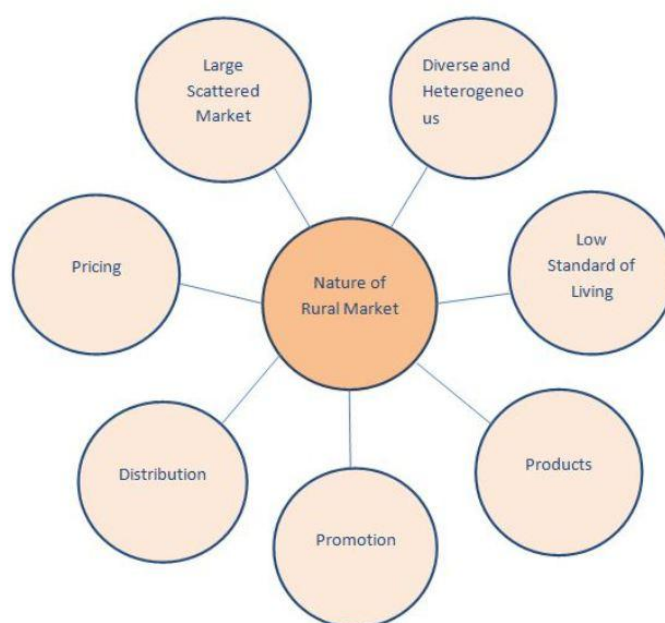


Figure 2: nature of Rural Market

### Strategies of Rural Marketing

For rural marketing the considering nature in which the rural market works and other related issues, it is conceivable to advance successful methodologies. Some general characteristics that help the market segmentation include cropping pattern, land holding pattern, progressiveness of farmers, irrigation facilities; occupation categories, mix of enterprise, sociological factors, education levels and proximity to towns or cities. It will be ideal to think of strategies for rural market from the mix point of view of market, fundamental methodologies are identified with promotion, price and place.

1. Promotion Strategies related to Promotion

Within marketing of rural produce to other areas and rural areas to improve the system of marketing it is make a great effort. The marketing forces affect by the globalization. There need to develop the promotion strategies so that the correct product can reach to the correct person.

## 2. Strategies related to Distribution

With the village that has less population the most marketing men and manufacturers set an arrangement of distribution. Particular for rural areas the distribution strategies set are including: distribution up to feeder markets, multi-purpose distribution centres, agricultural input dealers, through co-operative societies etc.

## 3. Strategies Related to Pricing

The strategies which are related to pricing are highly linked with product strategies. This type of some strategies are as follows:

- a. Reusable packaging and Refill packs: In HDPE or LDPE sacks organization have started packing fertilizers, they are reusable and tamper proof.
- b. Cheap or low cost products: This strategy is commonly used by several marketing men

and manufacturing person. By small unit packing the price can keep low.

- c. Sophisticated packing avoids: The simple packages that can bring down the cost is presently being done. For rural markets in packing technology some advancement is very essential.

## 4. Strategies Related to Product

For rural consumers and rural market the strategies of meaningful product are as follows:

- a. Brand Name of Brand: For rural consumers a logo or brand name is very necessary so the people can remember that easily.
- b. Low priced packing and small unit: The whole rural community can try so the main target in the low priced packed is to keep the piece low. In all kind of product this is not possible, but the market is bound to expand this can be resorted.
- c. Design of new product: For rural areas keeping their lifestyles in view in term of design of new product the marketing and manufacturing men can think.



Figure 3: Rural Marketing Strategies

## Rural Marketing Scope for Business Development

Below are the few points why organizations are looking at rural marketing with a positive attitude:

1. As compare with Urban the market rate is higher: In rural areas according to a survey

the growth rate of durables market and FMCG market is higher. More than 50% of rural market share for products like cooking oil, talcum powder, hair oil, toilet soaps and much other small business.

2. Consumption Growth: In purchasing power of rural consumers there is a growth.

3. Advantage of Life Cycle: In rural market the product that attained the maturity stage in urban market are still in growing stage.
4. Huge Population: On the basis on a survey the census rural population is 72% of total population and over a wide geographical area it is scattered.
5. Rural Marketing is not very costly: The rural marketing is not very expensive. Generally it takes very less cost for promotion and development as compare with urban marketing.
6. Rural Prosperity Rising: Due to remittance of money, industrialization, farming practices, migration to urban areas and contract farming the average income level is increased.
7. Lifestyle Changing: It is changing considerably the lifestyle of rural consumer.
4. Low Literacy: In rural areas there are not appropriate opportunities for education. So literacy rate is lower in rural areas.
5. Problems related to warehousing: To rural parts the State Warehousing Corporation and central Warehousing Corporation do not extend their services.
6. Traditional Life: Generally the life in rural areas still ruled by traditions, customers so they do not easily accept the new technologies.
7. Transportation: Many rural areas do not connect properly with transportation medium. So it very difficult to transport all type of services to all parts of rural areas.
8. Decisions of Buying: Rural consumers are cautious in buying and decisions are slow and delayed. They like to give a trial and only after being personally satisfied, do they buy the product.

### Rural Marketing Challenge

In spite of the way that rural markets are a tremendous appreciation for advertisers, it is difficult to enter the market and take a sizeable portion of the market, in the brief span because of the accompanying reasons.

1. Promotions Media: Radio arrives at enormous populace in rural areas at a moderately ease. Nonetheless, reach of formal media is low in rural family units; hence, the market needs to attempt explicit deals advancement exercises in country zones like taking an interest in suppers or fairs.
2. Problems of communication: In rural areas facilities like mobile phone and internet are rather poor.
3. Factors related to cultural: Culture is an arrangement of shared qualities, convictions and observation in rural area. it is hard to alter an item as per their social rules and belief.



Figure 3: challenges of rural marketing

### Conclusion

Marketing services and goods to village generally referred as rural marketing. By adding the term agricultural marketing its scope can be extended, that focus the production flow from rural to urban areas. The rural marketing is a great part of any economy and it has a huge potential, this is why



marketers recently realized a great opportunity in this developing concept. Because of the recent increase in the rural per capita incomes and the probability that livelihoods for concentrated marketing effort rural markets offer great scope.

## References

- [1] Dr. T.V. Malick & J. Jothi Krishnan(2014), "Rural Marketing Strategies, Issues and Challenges". International Journal of Engineering and Management Research, Vol.4, Issue.2.
- [2] Dr. Ashfaq Ahmed(2013), "Rural Marketing Strategies for Selling Products & Services: Issues & Challenges". Journal of Business Management & Social Sciences Research (JBM&SSR), Vol.2, No.1, January 2013.
- [3] Shukla Priteshkumar Y(2013), A Study on Rural Marketing Strategy - with Special Emphasis on Selected Customer Preferences for Hindustan Uniliver Limited's (H.U.L.) Selected Products in Valsad District.Vol.2, Issue.2.
- [4] Cao, Y., Huang, L., Li, Y., Jermisittiparsert, K., Ahmadi-Nezamabad, H., & Nojavan, S. 2020. "Optimal Scheduling of Electric Vehicles Aggregator under Market Price Uncertainty Using Robust Optimization Technique." International Journal of Electrical Power & Energy Systems 117: 105628.
- [5] Yu, D., Wang, Y., Liu, H., Jermisittiparsert, K., & Razmjooy, N. 2019. "System Identification of PEM Fuel Cells Using an Improved Elman Neural Network and a New Hybrid Optimization Algorithm." Energy Reports 5: 1365-1374.
- [6] Tian, M., Ebadi, A., Jermisittiparsert, K., Kadyrov, M., Ponomarev, A., Javanshir, N., & Nojavan, S. 2019. "Risk-Based Stochastic Scheduling of Energy Hub System in the Presence of Heating Network and Thermal Energy Management." Applied Thermal Engineering 159: 113825.
- [7] Yu, D., Wnag, J., Li, D., Jermisittiparsert, K., & Nojavan, S. 2019. "Risk-Averse Stochastic Operation of a Power System Integrated with Hydrogen Storage System and Wind Generation in the Presence of Demand Response Program." International Journal of Hydrogen Energy (In press), DOI: 10.1016/j.ijhydene.2019.09.222.
- [8] Jabarullah, N., Jermisittiparsert, K., Melnikov, P., Maselena, A., Hosseinian, A., & Vessally, E. 2019. "Methods for the Direct Synthesis of Thioesters from Aldehydes: A Focus Review." Journal of Sulfur Chemistry (In press), DOI: 10.1080/17415993.2019.1658764.
- [9] Jiao, Y., Jermisittiparsert, K., Krasnopevtsev, A., Yousif, Q., & Salmani, M. 2019. "Interaction of Thermal Cycling and Electric Current on Reliability of Solder Joints in Different Solder Balls." Materials Research Express 6 (10): 106302.
- [10] Yu, D., Ebadi, A., Jermisittiparsert, K., Jabarullah, N., Vasiljeva, M., & Nojavan, S. 2019. "Risk-constrained Stochastic Optimization of a Concentrating Solar Power Plant." IEEE Transactions on Sustainable Energy (In press), DOI: 10.1109/TSTE.2019.2927735.
- [11] Jermisittiparsert, K., Sriyakul, T., Sutduean, J., & Singa, A. 2019. "Determinants of Supply Chain Employees Safety Behaviours." Journal of Computational and Theoretical Nanoscience 16 (7): 2959-2966.
- [12] Sriyakul, T., Singa, A., Sutduean, J., & Jermisittiparsert, K. 2019. "Effect of Cultural Traits, Leadership Styles and Commitment to Change on Supply Chain Operational Excellence." Journal of Computational and Theoretical Nanoscience 16 (7): 2967-2974.
- [13] Sutduean, J., Singa, A., Sriyakul, T., & Jermisittiparsert, K. 2019. "Supply Chain Integration, Enterprise Resource Planning, and Organizational Performance: The Enterprise Resource Planning Implementation Approach." Journal of Computational and Theoretical Nanoscience 16 (7): 2975-2981.
- [14] Singa, A., Sriyakul, T., Sutduean, J., & Jermisittiparsert, K. 2019. "Willingness of Supply Chain Employees to Support Disability Management at Workplace: A Case of Indonesian Supply Chain Companies." Journal of Computational and Theoretical Nanoscience 16 (7): 2982-2989.
- [15] Jermisittiparsert, K. & Chankoson, T. 2019. "Behavior of Tourism Industry under the Situation of Environmental Threats and Carbon Emission: Time Series Analysis from Thailand." International Journal of Energy Economics and Policy 9 (6): 366-372.

- [16] Romprasert, S. & Jermisittiparsert, K. 2019. "Energy Risk Management and Cost of Economic Production Biodiesel Project." International Journal of Energy Economics and Policy 9 (6): 349-357.
- [17] Kasayanond, A., Umam, R., & Jermisittiparsert, K. 2019. "Environmental Sustainability and its Growth in Malaysia by Elaborating the Green Economy and Environmental Efficiency." International Journal of Energy Economics and Policy 9 (5): 465-473.
- [18] Jermisittiparsert, K., Sriyakul, T., & Rodoonsong, S. 2013. "Power(lessness) of the State in the Globalization Era: Empirical Proposals on Determination of Domestic Paddy Price in Thailand." Asian Social Science 9 (17): 218-225.
- [19] Jermisittiparsert, K., Sriyakul, T., & Pamornmast, C. 2014. "Minimum Wage and Country's Economic Competitiveness: An Empirical Discourse Analysis." The Social Sciences 9 (4): 244-250.
- [20] Jermisittiparsert, K., Pamornmast, C., & Sriyakul, T. 2014. "An Empirical Discourse Analysis on Correlations between Exchange Rate and Industrial Product Export." International Business Management 8 (5): 295-300.
- [21] Jermisittiparsert, K., Sriyakul, T., Pamornmast, C., Rodboonsong, S., Boonprong, W., Sangperm, N., Pakvichai, V., Vipaporn, T., & Maneechote, K. 2016. "A Comparative Study of the Administration of Primary Education between the Provincial Administration Organisation and the Office of the Basic Education Commission in Thailand." The Social Sciences 11 (21): 5104-5110.
- [22] Jermisittiparsert, K., Trimek, J., & Vivatthanaporn, A. 2015. "Fear of Crime among People in Muang-Ake, Lak-Hok, Muang, Pathumthani." The Social Sciences 10 (1): 24-30.
- [23] Jermisittiparsert, K. & Akahat, N. 2016. "Fear of Crime among Students of Kalasin Rajabhat University." Research Journal of Applied Sciences 11 (2): 54-61.
- [24] Jain, A. & Rathod, R.M. (2005), Distribution and Retailing Trends in Rural Markets. A Study in Villages of Gujarat, India Journal of Marketing, Vol.35, No 9, pp.17-20.
- [25] jha, M. 1988. 'Rural Marketing: Some Conceptual Issues', Economic and Political Weekly, vol.23, issue.9. pp. 8-16.
- [26] Preeti Kaushal(2016), "rural marketing in india: it's potential and challenges". vol.3, issue. 23.
- [27] Sharma, (Dr) V.V.S & Kasturi, R. (2004), "An application of attribution in consumer decision-making and defense against post purchase dissonance- a study of rural consumer behavior". Indian Journal of Marketing, Vol. 34, No. 5, pp.29-34.
- [28] Pawan Garga (2009), "Rural Marketing of select Fast Moving Consumer Goods in Punjab". Indian Journal of Marketing, Vol .39, No 5 pp. 21-27.
- [29] Dr. Mahesh U. Daru(2015), Future Prospects of rural Marketing in India. International Journal in Commerce, IT & Social Sciences(IJCISS), Vol.2, Issue.8.
- [30] Baird, Barbara. Snaring Shoppers; Owners of Small Retail Stores Cultivate a Clientele All Their Own Using Personalized Service and a Smile. Los Angeles Times, 23, December, 1988.
- [31] Gade Michael, Salerno R. Technology and the Small Retailer. Discount Merchandiser December, 1990, 16.
- [32] Aur Manpreet. Rural Marketing: A Case Study on Hindustan Unilever Limited International Journal of Applied Research and Studies, 2013, 2(6).
- [33] Krishnamurthy, Jagadeesh (2009), "Yeh „Rural“ Kya Hai? The Challenges and Opportunities of Marketing in Rural India", EF, December.
- [34] Paninchukunnath, Ajith (2010), "3P Framework: Rural Marketing in India", January – March, pp 54 – 67 12. Business World, The Marketing Whitebook 2010-2011.
- [35] Vaswai, L. K.; Aithal, R.; Pradhan, D., and Sridhar, G., (2005). "Rural Marketing in Development Paradigm", International Journal of Rural Management, Volume: 1: (2), pp. 245- 262.
- [36] Sudhanshu, S., and Sarat, S. K., (2010). "Non Conventional MARCOM Strategy for Rural India", Indian Journal of Marketing, Volume: 40: (2), pp. 56-61.