

RURAL MARKETING STRATEGY & ETHICAL BUSINESS PRACTICES: NEED OF CURRENT BUSINESS SCENARIO

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Abstract-Marketer's advertisement effects low in rural areas. This is main reason of sometime failure of marketing techniques. This is a result of poor marketing techniques adopted by marketers and policy makers. Approaches of rural consumers are difficult but not impossible. Approaches of rural areas are difficult in terms of transportation, in terms accessibility and in terms of to spread awareness. Every company wants assess high market growth. Some companies are achieving very high growth on the basis of rural market. Marketing is a whole process that affected on all other activity of market. Rural marketing features are something differs in urban. Marketing process of rural areas not only responsible for business, it is responsible for providing satisfaction that basis consumers can sustain in long term. Some of the big companies are presently working on rural area like HUL, Colgate pamolive, ITC and many others but need is present scenario is enhancement awareness, which is possible only in rural development. Approaches of rural markets in ethical way are co-related activity in rural development and rural marketing both.

Keywords: Rural Marketing Techniques, Rural Market, Ethical Practices, Buying Habits, Behavior.

1. INTRODUCTION

Rural marketing is not only challenge for strategy makers, marketers but it is a challenge of everyone who engaged with this process?. (Modi2014) Thus, looking at the challenges and the opportunities, which rural markets offer to the marketers and the manufacturers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and make use of them to their best advantage. Rural marketing will be boom of lots of innovation and the lots of opportunity to take the advantage of that area. Rural marketing is a process, where perform various activities like, planning, scheduling, packaging and some other. If planning and communication process is effective then no other competitors are broke your goal. In respect of Indian

context rural market and rural consumers are very important, for the achieving success. Creation of new platform and enhance of business it is most important to include effective and attractive marketing activity. Everywhere advertisement floods but question are anyone rural consumer affected and understand or not? Need of present, prepare of business module in Indian aspects and work accordingly. Techniques that are using mostly may be something differ from urban market place. Even situations are rural areas different from one place to other place. Managers of marketing should conduct pilot survey of that particular area to know what they are actually wanted and what company had provided knowing is necessary? Products are suitable or not. Example, villages are nearby city buying habits are different from backward or other remote village areas.

2. OBJECTIVES

1. To discuss problems of rural markets, marketing and their solutions.
2. To discuss how to develop effective strategy before approaching the rural markets?
3. To discuss strategies and benefits of effective rural marketing.

3. REVIEW OF LITERATURE

3.1. Rural Marketing Strategies and Rural Market

(Kumar2016) Concluded that, the rural market is a greater future prospect for the marketers and there are many opportunities available for them in rural markets. Thus looking at the challenges and the opportunities 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. (Kumari2015) The rural market is where the markets of the future are likely to be. Urban markets are becoming increasingly competitive for many products. In some cases they are even saturated. On the other hand, rural markets offer growth opportunities. (Kumar & Dangi 2013) Discussed that, there is rapid development in infrastructure all these opportunities attract companies to target rural market. With some technologies breakthrough

in distribution and marketing of products in rural India, companies in rural market can earn more profits, market share, etc. (Singh, 2013) Concluded that, In rural marketing, the vast spectrum of courses to be followed require special care and attention with respect to the product, its quality, packaging, brand, pricing, advertisement, personal selling and channel of distribution. The strategy of rural marketing has to be appropriate appreciating fully the scattered character of rural markets, and the need for a different communication mix on account of the lower level of education and environmental differences. (Ahmed2013) 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. (Pareek&Pincha 2013) The companies entering rural market must do so for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market. Ultimately the winner would be the one with the required resources like time and money and also with the much needed innovative ideas to tap the rural markets. Thus looking at the opportunities 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. (Gulati& Swati 2013) An intensive effort in order to provide the basic facilities to rural consumers is the need of the hour. Indian rural marketing system should be made much more competitive by infusing competition within the country and preventing the external system equation from interfering with the local markets in the larger interests of the nation. (Siras2012) The strategy of rural marketing has to be appropriate appreciating fully the scattered character of rural markets, and the need for a different communication mix on account of the lower level of education and environmental differences.

3.2 Ethical Business Perspective

(Aras 2016) Concluded that, ethics are important not only in business but in all aspects of life. Because, it is an essential part of the foundation on which a civilized society is build. A business or society that lacks ethical principles is found to fail sooner or later. Fairness and honesty are at the heart of business ethics and relate to the general values and decision makers. (Seshadri, et. al 2007) Discussed that, the task of building an ethical corporate culture by bringing about organizational values and individual principles to life is a challenging process. Indian companies embarking on this task must understand that this is a difficult journey. There are many steps

involved in creating an ethical climate that strengthens the relationships and reputations on which the company's success depends. Merely implementing a legal-compliance-based programme that prevents, detects, and punishes legal and regulatory violations does little to tackle the problems that trigger unethical conduct. (M V Subbiah 2010) The level of ethics in the organization is determined by its culture and values these trickles down from the top. The bottleneck is at the top - so unless the senior management 'walks the talk' the ethical culture cannot be created. Senior managers have to build the culture on the basis of trust and effective Solution).

4. VALUE BASED MARKETING AND SOLUTION HOW TO SPREAD RURAL MARKETING?

According to situation of area require something changes of strategies and involvement of local persons is give benefits of company. The core of a scientific approach is to understand the market opportunities for rural products along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play (Singh & Sharma 2012). Marketers should think broad because in India every 50-100 km culture and customs is different, so this issue is not take in lightly but if effective planning prepare that is possible and chances will enhance. Recruitment of local candidate for advertisement and sells, for local area will give benefits. Corporate social responsibility issues will affect in rural consumers mind. Inventions of new technology and their uses give benefits. Rural marketing is activity that basis brand remembered in minds of consumers, so it is necessary to follow-up ethical marketing tools and give awareness about education, social life, women's empowerment and some other types of literacy program for uneducated persons.

Emotional appeal generally FMCG companies mostly adopted, so this is also affected but necessitate these are in ethical frame. Rural consumer's awareness is most important tool, on the basis of two concepts first, it should be help in development of nation and second, companies policies adopted via efficient way. Rural consumers are base of Indian market because in India more than 70% population lives in rural areas. Development is particular market is help for national development, if companies can target to offer efficient service by updated strategy, no one can deter in increase share of marketers and become big marketers and contribution of national development as well as rural development. Researcher concluded that the rural consumer more affected on the family, friends, relatives for buying purpose rural consumers are more affected on family comparison to the urban (Jagvinder Singh 2012). Rural consumers more affected by the friends, family members towards the shopping decision that means that they are inter dependent towards to each other.

Marketing of any product in rural area is not an easy task but successful planning activity can grow up share of rural areas. In modern scenario, rural situation has been something changed, some of the consumers wants buying branded products but problems is that availability of products. Now a day's rural education level and economic level also increased fast. Improvement in the road systems linking the villages has led to a systematic product distribution system, earlier, there was a "trickle down" of the stocks observed to the buyers in the interior villages, these days, companies use delivery cum promotion vans that travel 8-10 hats/markets daily as a part of direct contact with villagers, the urban markets have got extremely saturated with the presence of all big players, this is very much evident in the automobile market, motorcycles and scooters often find more acceptances in rural market as compared to urban market, since there is more proliferation of brands in the latter markets, it has been observed that the companies which cater to both urban and rural markets tackle the recession in a better way, the demand for goods in the urban market often follows a cyclic whereas in the rural market it is steady (Sivanesan 2014). Necessities of rural marketing are depth study of rural persons that are related with psychological factors and other market related factors like, economic factors and development factors. Government has been day by day launch schemes for rural persons that are affected in economic status of rural persons and educational enhancement as well. Proper proliferation and strategies become success of business. So every government central or state has been spread facility to rural areas is more in modern days. Its start basically in near about after 1980-90 but in presently it is fast. Rural marketing is not possible without rural development. Every state of India rural population is more than urban population (some exceptional cases like Chandigarh where urban population is more). In development of rural areas some challenges has been arisen in continuously in any field governmental organization or private organization, mostly of employee preferred job location in urban areas, rural has been continuously developing but incomparision to urban they are not too good. So it's big challenge for every organization. Planning and strategically factors if good then these types of situation will easily handle.

In modern scenario unemployment is big challenge in India so if organization provide excellent facility for employee then these problems has been remove. If employee not create problem for sustainability of job, then perform in rural areas so it is big positively. Rural areas if companies provide good facility for employees then them gain good response in work, then that time effects of particular work situation is good. Techniques of rural marketing are linked with many factors for social science like rural development, women's empowerment and CSR. If these activities will conduct in successful manner then that's result not only profitable for marketers but that are profitable in society and

government both. If follow these steps that time gain multi profit for many reasons and many persons. Count of all profit is become super gainer and national development.

Big brands like, HUL, ITC, Colgate pamolive and others were various projects completed in the past. HUL in near about 2 decades ago various projects launched to enhance market share in rural market. Hindustan Uniliver Limited launched project Shakti in 1990 decade that was approached 62000 villages and some of the products in 90 decades HUL stopped because of HUL move to rural market. Lifebuoy swasthyachetna campaign was started various places and gain good responses. E- Choupal project is started by ITC. So it is clear that rural marketing technics and approach is not new but necessity to consideration of rural area is low of mostly marketers. In 80s, 90s decade various marketers move towards rural and get benefit. Like, Nirma, MNC like cococola, pepsi, LG, Philips etc.

5. TYPES OF RURAL CONSUMERS

5.1 Rich & Educated

Rural consumers some places are rich it is say on the basis of economical condition of nation and per capita income of Indians especially rural persons, some places where they are rich and if compare to government employee or any city based rich or average person they are same in terms of economic conditions. These peoples are basically in Punjab farmers and Andhra Pradesh farmers. Punjab is agricultural based state and economic power of farmers is very good. In exceptional case any other states farmers which are engaged in agriculture and some family members working on Government job orgood private job are economical good. They are rich category but these consumers buying habits is totally differed from other rural consumers.

5.2 Rich & Uneducated

Rich farmers like, Punjab, Andhra, UP mainly in Purvanchal some farmers and some other states or exceptional acquired large number of land (Bhumihar) is rich but many of illiterate. So these are not differing in any other rural consumers.

5.3 Medium & Educated

In few decades ago this types of farmers become, reason is that scientific farming and educational level enhances in all over country that's effects some of them gain good education. Those consumers are aware behavior of the likely urban.

5.4 Medium & Uneducated

Some of consumers on the basis of scientific farming and adopting modern approach of agricultural but

education level is very low or illiterate. That's types of consumers is no difference between poor.

5.5 Poor

Poor's are fall under the daily wage workers or very low level of farmers and lack of money they are not adopted scientific farming. That's types of consumers spread in all areas of India but mostly this types of farmers in Bihar, Orissa and Uttar Pradesh is more. That's not any awareness and not any brand priority; they are like most low cost and easily availability in nearby village.

6. TYPES OF RETAILERS IN RURAL AREAS

6.1 Franchisee Located nearby city or nearby town or some in the area of village peripherals

These types of shops in rural areas rarely established and if established that place nearby city or big town but this types of villages there is nothing to vary in urban consumers.

6.2 Separate Segments Products

These types of retailers is small numbers, this type of retailers in one segment like, Grocery, general stores, medical store, hardware etc. In present era number of these types of shops and retailers increases fast because of unemployment but most of village this types of shops is developing slowly.

6.3 Multi shops in one shop

Mostly these types of retailers are available in villages they are sell in multi segment products like, grocery, general, some medicines, some hardware products and some agricultural small equipment in one shop.

6.4 Very Small Vendor

That type of shopkeeper is many in one village. Rural consumers are approached easily this types of vendor. These types of shopkeeper are not only performing work in shop but they are engaged in agricultural work also. These are called mom and pop stores.

7. BARRIERS OF RURAL MARKETING

1. Low transportation facility is barriers of rural marketing
2. Below poverty line or economical condition is low another barrier
3. Low level of education and awareness is very low
4. Language: Consumers mostly understand local rural language or called boli(dialect), mostly not understand in any language, understand only local bolies(Dialect).

8. BENEFITS OF EFFECTIVE RURAL MARKETING

Rural marketing is beneficial activity of marketers because of that in India large number of people's lives in rural areas and more than 70 % peoples are live in rural areas. In terms of needs and market share and study conducted by various researches these are, we see in literature review most of company approached in rural market in many years ago they are gain profit in long - term. Some of them stop some segments and enter in rural market and finally they are gain profit. Like, HUL.

9. CHALLENGES OF RURAL MARKETING

9.1 Products Availability

This is a challenge for marketers and policy makers because if products not proper distributed in rural areas, then consumers how can purchase? And consumers are shifted to others, so need of present to made strong distribution channel like urban distribution. Marketers not take corrective action on time that time gain profits another brand.

9.2 Economical & Accessible price

Marketers how can manage price because if compare in urban areas, rural consumer's income is very low and low price product is priority of rural consumers. So this is plan out before the launch new product.

9.3 Acceptability

Acceptability is another challenge because some misunderstanding happens in some times in rural areas then that time is necessary to remove and sure that consumer is accepting your products. Example, LPG gas user in rural area is very low some of rural consumers think LPG is bad for health and ripe food via LPG is dangerous for health, some consumers think local oil good for body oil and for eating both.

10. SUGGESTION

As we know and recently we saw in literature review every rural consumer prefer low price products but in modern days it is need to smart business man should be providing quality and ethically services to consumers and second thing is that situation of every rural areas is not same so it should be follow step by step area wise conduct pilot study before entering. Price factor is another aspects that should undertake seriously especially in rural.

11. CONCLUSION

Rural marketing is a new phenomenon but FMCG marketers already entered in this area many decades ago. So need of present scenario to marketers attracting more and more consumers because economical condition, earning ratio, investment capacity, literacy rate,

development of roads and adopting new thoughts is enhances in rural areas so future of markers is more in this area. Attract more and more consumers' is need of futuristic approach. It is possible to enhance market share in this area but some of the precautions that have discussed already in this paper have been necessary to follow to achieve success.

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13. Biography

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I had previously engaged with the Research of HUDCO New Delhi funded Project conducted by Motilal Nehru National Institute of Technology, Allahabad. My research papers Published in the journals, edited books as well and attended National and International conferences, Seminars and workshop in the reputed Institutions like University of Rajasthan, Jiwaji University Gwalior, UPRTU University Allahabad, MPBOU and Vikram University Ujjain.