



# Rural Marketing

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Reference-Marketing Management Kotler and Kevin-15<sup>th</sup> e, Marketing by Grewal/Levy-5e

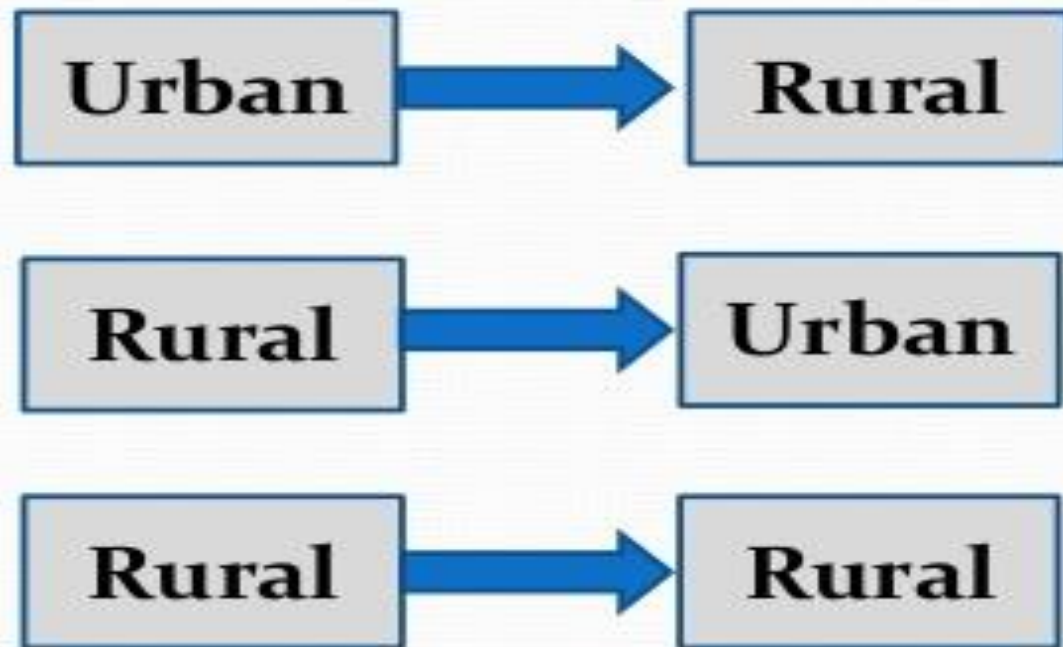


# Rural Marketing



# FEATURES

- Large and Scattered market.
- Major income from Agriculture.
- Low standard of living.
- Diverse socio-economic backwardness.
- Lack of Infrastructure Facilities.
- Sustains livelihood.





# Distinguishing characteristics of rural and urban markets

Features	Rural	Urban
Demand Pattern	Seasonal	Uniform
Spread	Widely Spread	Concentrated
Literacy Levels	Low	High
Physical Communication Levels	Poor	Good
Awareness of needs	Not Known	Known
Sources of Information	Word of Mouth	Any media
Product concept	Not Known	Mostly Known
Timeliness of Supply	Untimely	Timely
After sales Service	Inadequate	Adequate
Expenditure Patterns	Mostly unproductive	Productive
Guidance for usage	Mostly needed	Normally not needed
Product as a status symbol	Mostly no	Normally yes

# Factors Influencing Consumer Behaviour

## Economic Factors

Personal Income -  
Discretionary Income,  
Disposable Income

Family Income

Expectations regarding  
future income

Liquid assest &  
consumer credit

Level of Standard of  
Living

## Personal Factors

Age

Occupation

Life Cycle Stage

Lifestyle

Personality & Self  
Concept

## Psycological Factors

Motivation

Involvement

Perception

Learning

Lifestyle

Attitude

## Cultural and Social Factors

Culture

Subculture

Social Class

Social Groups

Opinion Leaders

Role & Status



# PHASES OF RURAL MARKETING

## PHASE I

- From Independence to Green Revolution
- Agricultural Marketing

## PHASE II

- Green Revolution to Pre-liberalisation
- Marketing of Agricultural Inputs

## PHASE III

- Post-liberalisation period in 20<sup>th</sup> century
- Rural Marketing

## PHASE IV

- 21<sup>st</sup> Century
- Developmental Marketing

