



RURAL MARKETING IN INDIA - AN OVERVIEW



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ABSTRACT

This article highlighted the rural marketing in India. It includes opportunities and challenges faced by modern rural markets, problems and prospects, rural marketing strategies and importance of marketing mix. From the marketing point of view, the market structure in India is dichotomous having rural and urban markets. But many do not concur with this view as they contend that consumer everywhere is a consumer and hence their needs, aspirations, beliefs and attitudes will also be the same. The fact, however, remains that there are certain unique characteristic features which call for separate marketing strategies to be distinctively developed to suit the rural and urban market behaviour. Marketing as the process of identifying, anticipating and knowing customer needs and organizing all the resources of the company to satisfy them. Satisfying the customer's need is primary condition of marketing and essential for existence of any organization. In order to achieve marketing goals, knowledge of consumer behavior is must. The rural market is transforming year to year, and it would be quite inappropriate to approach it with a mindset about its past image.

Keywords: Rural Marketing, Rural Environment, Economic Conditions, Marketing Strategies, Marketing Mix.