

Paper
MARKETING MANAGEMENT

MBA II SEMESTER (CBCS)

(Batch 2019-2021)

Lecture on

Rural Marketing

(Specific Marketing Issues)

Faculty

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Rural Marketing

- ◆ Rural marketing is a compilation of the developed product, reasonable price, appropriate placing and right awareness through Marketing activities.
- ◆ Marketing rule states that the right product, at the right price, at the right place, at the right time, through the right medium should reach the right customer.

Rural Market

According to Census of India 2011 -

The rural market has been defined as a place where the population is not more than 5,000, the density of population is not more than 400 per square kilometre and at least 75% of male working population is engaged in agriculture.

Rural Markets — Classification of Goods and Services

- ◆ Depending upon the tangibility, perishability, consumability, serviceability, durability etc. the total market for products and services are broadly classified into various categories.

Rural Markets — Classification of Goods and Services

Market for Consumer Goods

- Consumer Food Items: Cooking oils, tea, coffee, health drinks, biscuits, chocolates, bakery items, flour items, etc.
- Consumer Non-Food Items: Toiletries, dress materials, personal care, cleaning items, etc.
- Consumer Durables: Fans, mixer-grinder, electric-iron, microwave, sewing-machine, etc.
- High Value Consumer Durables: TV, washing machine, refrigerators, air conditioner, etc..

Rural Markets — Classification of Goods and Services

Market for Agricultural Inputs - Tools & Machineries

- Seeds: High yielding and hybrid seeds of paddy, cotton, vegetables, etc.
- Fertilisers: Inorganic Fertilisers eg- Urea, Ammonium Sulphate, etc. & Organic Fertilisers eg- Deoiled cake, Bone meal, etc.
- Pesticides: Chemical pesticides eg- Ekalux, Actara. & Botanical pesticides eg- Alloviera, Pulp, Neem Products.
- Agricultural Machinery: Tractors, harvesters, motor, pumps, etc.

Rural Markets — Classification of Goods and Services

Market for Agricultural Products

- Grains, pulses, vegetables, fruits, etc.

Market for Construction Materials

- for farms, cottage and village level industries, etc.

Transportation Equipments

- such as carts, jeeps, commercial vehicles, cycles, mopeds, motor cycles, tractors, etc.

Market for Services

- Insurance, Banking, Travel & Tourism, Hospitality, Hotel, Health, Wellness, Beauty/ Personal care, etc.

Thank you

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