



# RURAL MARKETING



# WHAT IS MARKETING?



# TOPICS

- Rural marketing definition and introduction
- Rural marketing strategies
- Segmentation of Rural marketing
- Competitive strategy
- Product strategy
- Pricing strategy
- Communication strategy

# RURAL MARKETING

- Definition : Rural marketing is a process of developing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers.
- The rural market has changed drastically in past one decade
- Strategy for rural marketing basically different from that of urban market
- It is easy to contact with urban people
- Due to lower level of education and environmental differences it is difficult to contact rural people

# RURAL MARKETING STRATEGIES

- successful strategies are needed
- It helps to gain competitive advantage over competitors
- It helps the company to use resources in a efficient manner

# SEGMENTATION OF RURAL MARKETING

- Earlier there was no attempt to segment the rural marketing
- Market divides into segments
- Segments is divided appropriately based on a following manner
  - 1.Focus on the select markets
  - 2.Focus on the select makes
  - 3.Focus on the select villages

# Competitive strategy

- Competitive strategy can be explain by using porter force model in a following manner
  - i. Supplier
  - ii. Customer power
  - iii. Competitors

# Product strategy

- It is also important strategy for getting competitive advantage over rivals
  1. Understanding of value of product
    2. Packaging
    3. Branding strategy
    4. Logos and symbol

# Pricing strategy

- It plays important role
- Products should sale at attractive prices

# Communication Strategy

- Product Awareness
- Understand the aspiration of rural consumers
- It plays vital role

Thank you

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