
AN IMPACT OF MARKETING STRATEGIES ON RURAL CONSUMERS TOWARDS FAMOUS BRANDS WITH SPECIAL REFERENCE TO BHANDARA DISTRICT, MAHARASHTRA, NAGPUR

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Abstract:

Introduction:

Rural markets are estimated to grow rapidly compared to the urban markets. These facts are substantiated in a study of market growth conducted by many researchers. Rural markets have acquired importance in the country. Word of mouth marketing is more important in the buying decision of the rural consumers. Word of mouth advertising saves the advertising cost and this type of advertising media is useful for examining the satisfaction level of customers.

Aims:

- 1) *To examine the effects of advertising on rural communities.*
- 2) *to identify the customer's satisfaction of rural people.*
- 3) *To investigate the challenges of rural marketing areas.*

Methods:

In this study the necessary information collected from the secondary source like newspapers, magazines, journals, articles and books.

Results:

Rural consumers are fundamentally different from the urban people. There are lower levels of literacy to purchase and services with the direct impact on income levels.

Conclusions:

In the rural market has its own set of challenges, problems and opportunities. The strategies and marketing mix needs to be formulated and examined from the rural consumers' perspective to be successful in the rural market. The customers are highly satisfied with the marketing.



Keywords: *Marketing, rural marketing, illiteracy, satisfaction, perception, opportunities.*

Introduction :

The Indian rural market is the very large size and in the demand base and that is the greater opportunity to the marketers, majority of the person lives in rural areas because of the occupation is farming and almost half of the national income are generated from the rural side. The rural market is not homogenous. There are difference in the geographical areas, demographic market, statistics, and the logistical level. The rural consumer is growing day by day and this is an opportunity to capture the market rate. Rural marketing is the different function that manages all the activities involved in the assessing. Rural areas is a process of developing pricing, promoting, and distributing the specific goods and services that is leading to exchange between urban and the rural markets. Rural marketing is the two-way marketing process, that includes the goods and services from the urban and rural areas. Word of mouth advertising media has more important in the buying decision of rural consumers.

Segmentation of rural markets:

- 1) Heterogeneity
- 2) Socio-cultural differences
- 3) Population Size
- 4) Difference in levels of infrastructural development
- 5) Variation in literacy levels.

These are the different segments of the rural market.

There are some challenges is rural marketing such as:

- 1) Availability
- 2) Affordability
- 3) Acceptability
- 4) Awareness

These are the challenges shown in marketing of goods and services. Marketing is important in the rural areas because of the awareness and the rural people are satisfied with the advertisement. They can purchase goods or services. (M.C & Deepukumar, 2020)

India's world's biggest and fastest growing economy. There is numerous telecommunication companies have tried to break into the rural market. There are lots of complications with in the rural marketing because of the recognition problems. The study is over e-reaching the goal is to learn more about the digital marketing that could effect on the rural marketing in rural locations. Rural people always try to accept every marketing strategy those who satisfied their basic needs.

Ways of rural marketing:

- 1) Urban to Rural



- 2) Rural to Rural
- 3) Rural to Urban

Such as some challenges are the in rural marketing:

- 1) Technological Changes
- 2) Economical changes
- 3) Social changes
- 4) Physical changes
- 5) Political changes
- 6) Ethical changes

These are challenges in rural marketing and faced by the famous brands. (Bhanot & Singh, 2023)

Some famous Products/ brands are frequently used in rural areas such as: -

1. Parle-G
2. Sunsilk Shampoo
3. Ponds Powder
4. Colgate
5. Chick Shampoo
6. Clinic Plus shampoo
7. Nihar shanti awala

There famous and branded products are used rural consumers because of they are fully satisfied with their services and goods also the advertisement. Rural people easy do not easy agree with the product and services they preferred some types of advertising and that type of advertising easy attract the rural population. Rural consumer satisfaction is based on the cost of the product, availability of the product, appearance of the product, etc. that is most important things that the customers are attract the product and buy that product easily.

Objectives of the study:

- 1) To examine the effects of advertising on rural communities.
- 2) to identify the customer's satisfaction of rural people.
- 3) To investigate the challenges of rural marketing areas.

The rural markets play an important for the economic development of so many countries. Positive consumer behavior is important for the business to formulate the effective marketing strategies. This study emphasis the all the problems and challenges faced by the companies for the development and identify the customers satisfactions in the rural areas. Consumers behavior is directly impact on the consumers buying decision making power. Marketing always helps to influence the buyers to buy the products. (Karpe, 2024)



Customer satisfaction, a term frequently used in the marketing section, customer satisfaction is defined as the number of customers or percentage of total of the customers whose specified satisfaction goals. The customer satisfaction is most important factor in present aspect of the any business and that will be the marketing of the particular product is also the important things. (M, 2023)

Rural marketing the process of developing, pricing, promoting the products between rural and the urban areas. As there is more competitors in the urban areas, the companies special target of the urban people for promoting the products but in reality rural population is more than the urban population so advertisement is necessary in the rural areas and companies request to explore their brands in the rural areas. (Sultana, 2022)

The rural market has been rapidly expanded. roughly the 70% of the population based on the rural areas, so it is important to value of the marketing in the rural areas. majority of the business and have started concentrating on the market place. There are some challenges with the conducting in the business in the rural markets. (Mishra, 2022)

In the rural market customer is the important person who help to advertise the companies brands one person to another person that is word of mouth marketing. (Mustaphi, 2025) word of mouth marketing is important for the promotional factors who represents the product in their personal way and there will be no advertisement cost and impact of these type of advertisement to influence the customers. (Tripathi & Atresh, 2018)

Findings of the study:

In this study it is found that consumer buying behavior influenced by the challenges of the rural marketing such as- climate change, climate situation, natural calamities and many more things which influence the economic conditions. Also found that business can increase the consumers buying decisions and newly advertising the patterns. In the rural area's customer contacts, online billboard, wall painting, pamphlets are the more power advertising media that attract the rural customers and buy the products.

Conclusion of the study:

In conclusion rural consumers shopping more consciously with the help of information technology and the different mediums of the advertising that they influence the products and brands. In the rural areas specially Bhandara district villagers are preferred some special and traditional type of advertising media that is billboards, posters, banners, especially wall painting, pamphlets, etc. these are the famous brands used by the rural consumers and it is most important and relevant advertising media and lower the risk of challenges. In last the marketing is most important factor to influence the rural consumers.

Acknowledgement:

the author would like to thanks to college who has been provided learning and supports



who can write this paper, as well as the faculty members that has been helped to the process of improvement in the writing this paper.

Conflict of Interest: NIL

Source of Funding: NIL

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