RURAL MARKETING: PROBLEMS & PROSPECTS

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ABSTRACT:

The rural market in Indian economy can be classified under two broad categories. These are the market for consumer goods (both durable and non-durable goods) and the market for agricultural inputs. In recent years, rural markets have acquired importance as the overall growth of the economy and the purchasing power of the rural people. So, every marketing player is keen to invest in rural markets. Though there is huge potential and substantial growth opportunities in the rural markets, yet there are some challenges too, which caused hurdles in tapping rural markets. This paper describes the problems and prospects of rural marketing in India as well as this study is a step forward in exploring various strategies to be adopted in the rural market along with the current scenario of rural marketing, highlighting key challenges related to rural marketing.

KEY WORDS: Rural Marketing, Consumer behavior, challenges in rural marketing, rural marketing strategies, Consumer’s Attitude, Market Segmentation.

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