



## AN EMPIRICAL STUDY ON STRATEGIC RURAL MARKETING PRACTICES FOR FUTURE MARKETERS

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### ABSTRACT :

*Strategic rural marketing practices varies from value added services to the rural customers. It also includes the specialized promotion programmes especially for rural markets. The present study analyzed the significant difference among the farmers and traders regarding the view on 14 out of 20 variables in Strategies Rural Marketing Practices (SRMP). The important SRMP narrated by the factor analysis are promotion techniques, developmental marketing, knowledgeable sales force, management of demand, value added services, and building of inputs. The score of all 20 variables in rural marketing practices have been included for Exploratory Factor Analysis (EFA) and narrated that value added services, building of inputs, knowledgeable sales force, development marketing are important strategic rural marketing practices for future.*

**KEYWORDS :** Strategic Rural Marketing Practices-Rural Marketers-Farmers and Traders.

### INTRODUCTION

The Rural market has changed drastically in the past one decade. A decade ago, the rural market was more unstructured and was not a prioritized target location for corporate. Very few companies, mainly the agro- based ones, were concentrating in these markets. There are no innovative strategies and promotional campaigns. A distribution system did exist, but was feeble. Illiteracy and lack of technology were the other realized factors leading to the poor reach of products and lower level of awareness amongst villagers. Gradually, corporate realized that there was saturation, stiff competition and clutter in the urban market, and a demand was building up in rural areas .Location plays a big role in marketing. Therefore, if a product is for kids, anganwadis and schools are a good place taps them and their mothers. Similarly, mantis and village influences act as a catalyst in pushing a brand/ product. Easy way of co, changing pattern of rural consumers, best promotion and quality perception, promoting Indian sports team, developing specific products, effective media models of communication, patriotism with products and services, focus on customer requirement, and adopting best localized way of distributing channels are ssome of The strategies adopted by companies For rural markets for their products and services.

### STATEMENT OF PROBLEM

People in rural India are spending more than those in urban areas, according to a study by Accenture, a multinational management consulting, technology services and oil company. Many corporations are recognizing this enormous opportunity and stepping up efforts to gain a strong foothold in India's rural markets. But they are meeting with mixed results. Dynamics of rural markets differ from other market types, and similarly rural marketing strategies are also significantly different from the marketing

strategies aimed at an urban or industrial consumer. So, different opportunities and challenges prevail in rural market which needed to be studied spontaneously so as to avoid failure and to face competition. So, in this context, the present study focuses on the present scenario of Indian rural market and its strategic rural marketing practices for future.

### OBJECTIVE

The main objective of the study is to examine the strategic rural marketing practices for future.

### METHODOLOGY

This study focuses on the southern districts namely Kanniyakumari, Tirunelveli, Tuticorin and Viruthunagar. The determined sample size of farmers and Traders are equally distributed in all four districts. In total 596 farmers are equally distributed in all the districts and hence the sample size in each district in 149 farmers and 94 traders under judgment sampling method.

### COLLECTION OF DATA

The present study is merely based on the primary data. The primary data were collected through a well structured interview schedule. The data were collected from the farmers and Traders who are marketing the produce in the rural markets.

### FRAMEWORK OF ANALYSIS

The collected data from farmers and traders were analyzed with the help of "t" statistics to find out the significant difference among the farmers and traders regarding their view on strategic rural marketing practices. (EFA) Exploratory Factor Analysis was administered in order to identify important problems and tested with the help of KMO measure of sampling adequacy and Bartlett's test of sphericity.

### LIMITATIONS OF THE STUDY

The present study is subjected to the following limitations:

1. The applied sampling procedure is 'purposive sampling' which is non-probabilistic.
2. The scope of the study is confined to only southern part of Tamil Nadu.
3. The variables related to the various constructs developed in the present study are based on the review of previous studies.

### Strategic Rural Marketing Practices for Future

#### Marketers View on Variables in Strategic Rural Marketing Practices for Future (SRMP)

The marketers view on strategic rural marketing practice for future is inside with the help of directly variables. The marketers are asked to rate these variables are five point scales. The mean score of first ten variables is SRMP and the farmers and traders' have been computed separately along with it's 't' statistics. The results are presented in table no 1.1

**Table No 1.1**  
**Marketers View on Variables in Strategic Rural Marketing Practices for Future (SRMP)**

S.No	Variables in SRMP	Mean score among		't' Statistic
		Farmers	Traders	
1	Client specific promotion	3.4024	3.9171	-2.6435
2	Joint or co- operative promotion	3.4117	3.9209	-2.5193

3	Building of Inputs	3.6289	3.8241	-0.4694
4	Developmental Marketing	3.5201	3.9219	-2.4919
5	Unique Selling propositions	3.4072	3.9097	-2.5041
6	Extension services	3.3099	3.8829	-2.6314
7	Training to sales force	3.4117	3.8243	-2.4608
8	Continuous assessment of Demand	3.6218	3.7114	-0.2817
9	After sales service	3.6844	3.7394	-0.1508
10	Demand forecasting	3.5088	3.6793	0.1409

The highly viewed variables in front to been variables in SRMA by the farmers are after sales since and handling of inputs since its mean score are 3.6844 and 3.6289 respectively. Among the traders, these two are front or co-operative production and development marketing since. Its mean score are 3.9219 and 3.9202 respectively. The significance difference among the farmers and traders have been noticed in their view on six and of ten front SRMP remains since its 't' statistics are significant at five percent level.

The mean score of last ten variables in SRMP among the farmers and traders have been computed separately and also 't' statistics. The reports are showing in table no 1.2

**Table No 1.2**  
**Marketers View on Variables in Strategic Rural Marketing Practices for Future (SRMP)**

S.No	Variables in SRMP	Mean score among		't' Statistic
		Farmers	Traders	
1	Business ethics	3.3055	3.8719	-2.5979*
2	Partnership for sustainability	3.4029	3.8924	-2.4919*
3	Management of demand	3.5491	3.6996	-0.1344*
4	Value added service	3.4046	3.8733	-2.3909*
5	Selection of sales force	3.3908	3.8664	-2.3098*
6	Location specific promotion	3.3082	3.9673	-2.6471*
7	Arrangement of credit	3.5139	3.6294	-0.2089*
8	Keep up salesmen's service quality	3.4017	3.8091	-2.4337*
9	Use of modern Media	3.3117	3.9505	-2.6171*
10	Online marketing service	3.3919	3.8904	-2.5436*

The highly viewed variables in SRMP by the farmers are management of demand and arrangements of credit since its mean score are 3.5491 and 3.5139 respectively. Among traders, the highly view variables in SRMP are location specification promotion and use of modern media since its mean score are 3.9673 and 3.9505 respectively. Regarding the view on last ten Variables in SRMP, the significant difference among the farmers and traders have been noticed in their view on 8 and of last 10 variables in SRMP since its 't' statistics are significant at five percent level.

### Important Strategic Rural Marketing Practices for Future (IRMP)

The score of all 20 variables in RMP have been included for factor analysis in order to identify the important RMP. The reliability of data for factor analysis has been estimated with the help of KMO measure of sampling adequacy and bentest test of sphericity. Both the two tests satisfy the validity of data for EFA. The executed factor analysis reports in six IRMP. The Eigen values and the percent of validly explained by these six IRMP are shown in table 5.40

**Table No 1.3**  
**Eigen Values and percent Validity of six IRMP**

S.No	IRMP	No of Variables in	Eigen value	Percent of variables Explained	Cumulative percent of variance explained
1	Promotion Techniques	4	5.1084	25.54	25.54
2	Developmental Marketing	4	4.3396	21.69	47.23
3	Knowledgeable sales force	3	3.1089	15.54	62.77
4	Management of demand	3	2.5886	12.94	75.71
5	Value added service	3	2.3084	11.54	87.25
6	Building of inputs	3	2.1173	10.58	97.83
KMO Measure of sampling adequacy :0.8996			Bartlett's test of sphericity: chi Square value :113.39*		

The first two IRMP narrated by factor analysis are promotion techniques and developmental marketing since its Eigen values are 5.1084 and 4.3396 respectively. The percent of variation explained by these two factors are 25.54 and 21.69 per cent respectively. The next two IRMP identified by the factor analysis are knowledgeable sales force and management of demand since in Eigen values are 3.1089 and 2.5886 respectively. The percent of variation explained by these factors are 15.54 and 12.94 per cent respectively. The last two IRMP narrated by the factor analysis are value added services and handling of inputs since its Eigen values are 2.3084 and 2.1173 respectively. The percent explained by variation of these two factors are 11.54 and 10.58 per cent respectively. The narrated six IRMP explain the twenty variables to an extent of 97.83 per cent.

### SUMMARY OF FINDINGS

The strategic rural marketing practices to be implemented to reap the opportunities in rural marketing are studied with the help of 20 variables. The highly viewed variables in SRMP by the farmers are after sales service and bundling of inputs whereas among the traders, these two are location specific promotion and use of modern media. The significant difference among the farmers traders regarding the view on 14 out of 20 variables in SRMP. The important SRMP narrated by the factor analysis are promotion techniques, developmental marketing, knowledgeable sales force, management of demand, value added services, and bundling of inputs.

The highly viewed important SRMPS by the farmers are management of demand and development marketing whereas among the traders, these two are promotion techniques and developmental marketing.

The significant differences among the farmers and traders have been noticed in their view on five out of six important SRMP. The significantly associating important profile variables regarding the view on important SRMP among the marketers are their age, level of education, marital status, and number of earning members per family, personal income, family income, material possession, and personality score. The important discriminant SRMP among the farmers and traders are promotion techniques and developmental marketing which are highly viewed by the traders than that by the farmers.

## CONCLUSION

The present study concludes that the required strategic rural marketing practices for future rural marketing identified by the present study are appropriate promotion techniques, developmental marketing, knowledgeable sales force, and management of demand, value added services and building of inputs. If the marketers adopt the above said practices, they reap more profit from the rural marketing since the prospects in rural marketing are higher.

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