

School of Business

Course Code: BBAM3004

Course Name: Rural Marketing

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in red, yellow, and blue. The text 'MODULE 1 – Session 1' is centered over the logo.

MODULE 1 – Session 1

GALGOTIAS
UNIVERSITY

Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)

Topics covered

- Definition of Rural
- Rural Myths
- Rural Marketing Mix



GALGOTIAS
UNIVERSITY

Definition of Rural

Organization	Definition of Rural	Limitation
Census	<ul style="list-style-type: none"> • Several hamlets demarcated by physical boundaries • Towns are urban areas that satisfy: <ul style="list-style-type: none"> ✓ Minimum population 5,000 ✓ Population density > 400 per sq. Km. ✓ 75% of the male population engaged in non-agricultural activities 	The term “rural” is not defined, nor is the upper limit of population for villages
IRDA	<ul style="list-style-type: none"> • Similar to Census except that the percentage for male population in towns is 25% and not 75% 	Widening of definition allows a larger market to be considered as rural
RBI	<p><i>Rural:</i> All locations with a population of up to 10,000</p> <p><i>Semi-urban:</i> All locations with a population between 10,000 and 100,000</p>	Distinction defined only by population

UNIVERSITY

Definition of Rural

Organization	Definition of Rural	Limitation
Planning Commission	Towns with population up to 15,000 are considered rural	Town characteristics not defined
Sahara	Locations with shops/commercial establishments up to 10,000 population.	Town or village characteristics not defined
LG Electronics	All population centres other than the 7 metros are considered rural or semi-urban	Population criteria is not considered

UNIVERSITY

Rural Myths

Rapid urbanization

Urban increase rate only 0.75% higher than rural and showing a slowing trend largely due to the National Rural Employment Guarantee Scheme (NREGS)

An agrarian economy

Non-farm activity was 60% at 2010; expected to rise to 70% by 2020

This increases family income and provides a more constant stream of income to rural households.

A higher buffer from risks involved in farming

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in red, yellow, and blue. Below the logo, the university's name is written in a serif font.

GALGOTIAS
UNIVERSITY

Rural Marketing Mix

The 4 Ps of marketing – price, product, place and promotion – replaced by 4 As in rural markets

- Affordability
- Availability
- Awareness
- Acceptability

The logo of Galgotias University is a stylized, three-dimensional swirl. It starts with a red base at the bottom, curves upwards and to the left, then loops back to the right, ending in a blue tip. The swirl is set against a white background.

GALGOTIAS
UNIVERSITY

Rural Marketing Mix

- Affordability

Rural consumers are driven by the value proposition, and not just by cost. Affordability here simply means that it should be within their purchasing capacity.

The logo of Galgotias University is a stylized 'G' composed of three overlapping, curved bands in red, yellow, and blue, creating a sense of motion and depth.

GALGOTIAS
UNIVERSITY

Rural Marketing Mix

- Availability

Availability remains the single largest challenge for marketers. Companies have adopted innovative distribution strategies – HUL's Shakti model and Colgate's bicycle entrepreneurs – to overcome this problem.

GALGOTIAS
UNIVERSITY

Rural Marketing Mix

- Awareness

Low level of literacy remain a stumbling block for any communications message for rural consumers. Alternative rural means of communication such as wall paintings, vans, road shows, and nautankis in the local language play an important role in creating interest amongst rural consumers.

GALGOTIAS
UNIVERSITY

Rural Marketing Mix

- Acceptability

The rural environment must be borne in mind, in terms of their living conditions and how they would perceive and use the product or service.

The logo of Galgotias University is a stylized 'G' composed of three overlapping, curved bands in red, yellow, and blue, creating a sense of motion and depth.

GALGOTIAS
UNIVERSITY

School of Business

Course Code: BBAM3004

Course Name: Rural Marketing

References:

- Kashyap, P. (2016). *Rural Marketing, 3/e*. Pearson Education India.



GALGOTIAS
UNIVERSITY

Name of the Faculty: NIRMALJEET KAUR

Program Name: BBA (MAM)