

DISCOVERY OF THE INDIAN RURAL MARKET: A BOON TO THE MARKETERS

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ABSTRACT

It's a well-known factor that India is one of the largest consumer market in the world. When it comes to analyzing Indian Market, it becomes a holistic process. The very diversity in this country has always given sleepless nights to the marketers. Urban–rural purchaser difference, geographical difference, food habits, inequality in income levels, educational backwardness, regional and religion diversity, socio cultural differences etc. are the major challenges companies face in the process of the branding and marketing. Therefore marketer are now trying to study the fundamental needs and causes of consumers as well as numerous factors which influences the needs and desires in consumers. It's quite evident that Indian market is no more limited to the urban life and life style, rather its expanding beyond the urban limits and geographical radius. The rural market has been emerging increasingly and has taken a shape of a potential and a strong market. About 70 per cent of India's population lives in villages and this is the untapped market which is the boon for the marketers of both national and International levels. According to the third annual edition of Accenture Research, "Masters of Rural Markets: From Touchpoints to Trustpoints - Winning over India's Aspiring Rural Consumers," rural consumers are particularly aspiring or striving to purchase branded, high quality products. Various capacity of information through media and telecommunication services has played a vital role in rural India for impelling their purchase decisions. With the immense exposure and important information with regard to the new products and services, new features, latest technology etc. the rural consumer has become smart enough to take wise decision of purchasing.

KEYWORDS: Brands, Marketing, Rural India, Rural Population, Rural Marketing