

**MARKETING OF CONSUMER DURABLES IN  
RURAL INDIA WITH SPECIAL REFERENCE TO  
EASTERN RAJASTHAN**

**Summary of the Thesis**

**IN THE FACULTY OF COMMERCE & MANAGEMENT**



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## **Introduction**

A habitation with a population density of less than 400 per sq.km., where at least 75 percent of the male working population is engaged in agriculture and where there exists no municipality or board is defined as rural. Any marketing activity in which the one dominant participant is from the rural area is Rural Marketing. Rural marketing is a two way marketing process which encompasses not only marketing of products which flow to rural areas, be it for production or consumption purposes, but also products which flow to urban areas from rural areas.

The definition of rural marketing has widened its range going beyond the narrower sense of marketing of agricultural products. Now it incorporates consumable and durable agricultural inputs , Fast Moving Consumer Goods and Consumer Durables. About three-fourth of the total population resides in the rural areas and hence, the development of the nation is inter-linked with the development of the rural population. Immense potential exists in the rural area for a marketer. Though many FMCG companies have considerably tapped the potential of the rural market but not much has been done by the consumer durable companies. Consumer durables encompass a wide range of products but in this research only few products –Colour T.V., Ceiling Fan, Refrigerator, Mobile Phone, Motor Cycle, Radio and Washing Machine have been taken for study.

Covering the whole population of rural India was beyond the time and cost resources , therefore the scope of study was kept limited and confined to Eastern Rajasthan that too five districts of Rajasthan – Alwar, Dausa, Bharatpur, Tonk and Jaipur .

## Review of Literature

Despite the importance of rural marketing in the economy, on one hand, and several weakness and inadequacies with which it has been functioning, on the other, no serious attempt has been made to study its different aspects either by the Government or by the academicians in India. The thesis includes substantial part devoted to reviewing the literature studied on rural marketing. This is done in terms of the published literature available in the form of articles, studies, reports and books which the researcher went through prior to the main research. Some literary works directly related to the research work have been mentioned here:

**Pradeep Kashyap (2012)**<sup>3.1</sup> The most important contribution of this book which is considered bible of Rural Marketing is that it gives various data tables giving statistical information on rural market in general, market dynamics and media which are rare to obtain. The authors enlighten us with the major challenges that a rural marketer needs to overcome.-Challenge of reach, Challenge of awareness and accessibility of your product, Challenge of influence. Across product categories, rural penetration and awareness remain low. Often, marketers need to build not just their brands but also entire category. The need is not just to reach or communicate but to actually influence consumption and buying behavior. The author further sites the examples of the innovative projects which have attempted to address these challenges, one of them being-HUL,s project-Shakti, The book highlights the emerging trends in rural marketing and points to a steep learning curve for companies eyeing rural markets in India. Many myths about rural marketing are enumerated which need to be debunked. The book gives a detailed economic scenario of rural India. It gives and

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<sup>3.1</sup> Pradeep Kashyap and, Siddarth Raut(2012)', *The Rural Marketing Book*, Biztantra, New Delhi

explains well the Rural Economic Structure giving insight into economies of both farm and non-farm sectors, their compositions, enterprises ,their incomes and consumptions.

**Balram Dogra (2008)**<sup>3.2</sup> gives a detailed information about Rural Marketing Mix. The author covers rural market segmentation ,market environment and analysis, comparison of rural and urban markets, marketing research, consumer behavior, channel management and rural retailing. The book has a strategic focus and illustrates various strategies that are being pursued by organizations to enter the rural markets or for staying competitive in such markets. It has an applied orientation and includes case-base studies on organizations in FMCG, consumer durables, financial, IT and agriculture sectors. These form blue print for action for future marketers .The book has chapters on e-Rural marketing, Organised rural retailing, Rural market mapping and Corporate social responsibility which throw light on the recent corporate practices especially pertaining to rural segment.

**Awdhesh Kumar Singh (2005)**<sup>3.3</sup> enumerates the impact of liberalised economy on the Rural Market.It gives a detailed consumer profile of Rural Market and explains the present scenario of marketing of consumer goods specifically. The book gives latest updated and highly structured marketing perspective, issues and trend analysis. Comprehensive coverage of agricultural marketing of non-farm products, marketing of industrial products-FMCG, durables, marketing of services, social developments has been done. It has detailed chapters on Rural communication. Rural Distribution channels and Rural retailing giving a comprehensive idea about these aspects of rural

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<sup>3.2</sup> Balram Dogra and Karminder Ghuman(2008), *Rural Marketing Concepts and Practices* , Tata McGraw – Hill,New Delhi

<sup>3.3</sup> Awdhesh Kumar Singh and Satya Prakash Pandey(2005) , *Rural Marketing Indian Perspective* , New Age International Publishers ,New Delhi

marketing. Author puts forward problems and challenges faced in Rural Marketing and also suggests Rural Marketing Strategies.

**Harshit Agarwal**<sup>3,4</sup> looks at the potential of rural consumers by answering the what, why, how and who of rural markets and the existing challenges. The paper clearly explains the constitution

of rural market, gives tips in short to marketers to be successful in rural market. It also enumerates the various attempts made by corporates with their innovative initiatives – ITC e-chaupal, HUL-project Shakti, ICICI Banks-Kamdhenu Loan Campaign etc.

## **Research Gap**

The review of literature on rural marketing throws open the fact that there are gaps in the studies on this subject. Most of the studies covered some aspects of the rural market. After going through the comprehensive literature on rural marketing, researcher found that not much work has been done in this field specifically in the Eastern Rajasthan. Eastern Rajasthan is an area with immense potential and a study of the market of this area for consumer durables can provide useful information to the prospective marketer in taking strategical and tactical decisions in marketing of consumer durables..

## **Objectives of Study**

### **Broad Objectives :**

- To explore the market potential for the mentioned category of consumer durables, especially of the standardized brands to provide an assurance to the

professionally managed organization for the possible success of their products in rural areas Eastern Rajasthan.

- To study the Brand awareness, Promotion and Distribution strategies being followed by marketers in Eastern Rajasthan.
- To find out appropriate strategies to accomplish marketing objectives in rural markets of Eastern Rajasthan.

### **Major Objectives :**

Objectives have further been categorized into four major aspects :

#### **Market Potential**

- To measure the market share of leading brands in each of the product category selected in Eastern Rajasthan.
- To identify the market share differences in different geographical segments of the market.
- To identify the sources from where the rural buyers purchase these products.

#### **Brand Awareness**

- To assess the brand awareness for a few popular brands in each product category in different geographical segments of the market.
- To compare the brand awareness in various product categories. To determine the influence of various purchase decision factors on rural buyers.
- To measure the opinion of rural buyers towards new brands.

### **Promotion**

- To identify the sources of knowledge of the rural customer about brands in various categories.
- To substantiate the differences in information sources in different geographical regions and in different education levels.
- To assess the advertising media mix used for various product categories.
- To find out the impact of price discount offers on different segments of market and on customers of different education and age.

### **Distribution**

- To substantiate the sufficiency of local availability in different segments of market for different product categories .
- To assess the proportion of purchases made from the city traders for different products by the different segments of the market.
- To give the most suitable distribution strategy for various product categories and segments of market.

### **Hypotheses of Study**

The hypotheses have been developed in a descriptive manner due to the exploratory nature of the study. A number of hypotheses(null) have been developed to be tested for various aspects of the study. They have been classified into four groups :

- Market Potential

- Brand awareness
- Promotion
- Distribution

### **Market Potential**

- H<sub>01</sub> The market potential varies from product to product and from segment to segment of market.
- H<sub>02</sub> The proportion of purchases that rural people make from the cities is substantial.
- H<sub>03</sub> There is a relation between satisfaction level of products and segments.

### **Brand Awareness**

- H<sub>04</sub> The established national brands are well identified in Eastern Rajasthan rural market.
- H<sub>05</sub> The most important reason of brand choice varies with segment of market and income of buyer.
- H<sub>06</sub> The perception of quality and price is not the same in all the customers.
- H<sub>07</sub> The attitude of a significant proportion of market towards trying a new brand is positive.

### **Promotion**

- H<sub>08</sub> The advertising media mix used as reported by the audience in rural areas is segment-wise different in the market
- H<sub>09</sub> The source of knowledge about the brands is closely related with the education of customer.
- H<sub>010</sub> The proportion of rural population recalling the advertisement of popular brands is segment wise different in the market.



Ho<sub>11</sub> The advertisements and publicity reached to rural population is different for different products.

Ho<sub>12</sub> The attitude of rural customers towards price discounts is favourable and is related with the education and age of customers.

Ho<sub>13</sub> The gift with the product can motivate customers for purchase and is influenced by the income and education of customers.

### **Distribution**

Ho<sub>14</sub> The proportion of city purchases and local purchases by rural buyers varies from product to product.

Ho<sub>15</sub> The proportion of city purchases by rural buyers is substantial.

Ho<sub>16</sub> The non-availability of the desired brand is a more common feature in case of some products than the others.

Ho<sub>17</sub> Irregular supply problem is felt by rural customers.

## **Research Methodology**

### **Research Problem**

The rural market has a reasonable access to FMCG goods, but the market has dearth of many consumer durable products in terms of product type, product line and brand availability. The research problem includes :

Studying the Eastern Rajasthan rural market taking four aspects:

Market potential , Brand Awareness , Promotion, Distribution. for the chosen consumer

durable products: Coloured T.V , Washing Machines , Refrigerators, Mobile Phones , Radio , Motor Cycles , Ceiling fan.

The study was a social research, exploratory in nature and had an applied basis.

### **Pilot Survey**

While trying to prepare a design of the survey it was necessary to conduct a test or pilot survey to ensure the workability of the sample design before giving it a final shape. A small sample of 50 respondents was drawn from rural areas of Jaipur on convenience basis. Sample size was calculated using sample size calculator of survey software which is specialized software for survey research. It was found as  $384 \pm 25$ . In total 61 villages were covered from the five districts Alwar, Dausa, Tonk, Bharatpur and Jaipur. Following table gives an idea of the sample population:

### **Districtwise Distribution**

	<b>DISTRICTS</b>				
	<b>ALWAR</b>	<b>BHARATPUR</b>	<b>DAUSA</b>	<b>JAIPUR</b>	<b>TONK</b>
No.of villages	15	15	6	19	6

### **Sample Market**

<b>District</b>	<b>Alwar</b>	<b>Bharatpur</b>	<b>Dausa</b>	<b>Jaipur</b>	<b>Tonk</b>
<b>Sample</b>	1. Ismailpur	1. Bachmandi	1. Sainthal	1. Harota	1. Newai

Market	2. Ghansoli	2. Malah	2. Lalsot	2. Loharwara	2. Gunsi
	3. Khanpur	3. Sewar	3. Mahuwa	3. Khawa	3. Mandiya
	Mewan	Kalan	4. Bandikui	Ranijee	4. Parana
	4. Bambora	4. Helak	5. Lawaan	4. Govindgarh	5. Vanasthali
	5. Kishangarh	5. Rundh	6. Durjanwas	5. Sandarsar	6. Manoharpura
	6. Mator	Helak		6. Kaladera	
	7. Jeendoli	6. Peepla		7. Bagawas	
	8. Behror	7. Satrook		8. Harsoli	
	9. Hameerpur	8. Rarah		9. Doongri	
	10. Hajipur	9. takha		Kalan	
	11. Chandoli	10. Gunsara		10. Udaipura	
	12. Tatarpur	11. Talpura		11. Itawa	
	13. Harsora	12. Jagheena		12. Dhobolai	
	14. Mahanpur	13. Ubar		13. Khejroli	
	15. Shahpur	14. Sagar		14. Dhodhrar	
	15. Abhori		15. Morija		
			16. Cheethwari		
			17. Kushalpura		
			18. Samod		
			19. Anantpura		

### Source of Data

**Primary -** A well structured questionnaire with 19 questions was executed for primary data collection. (Translated in Hindi for the respondents)

**Secondary –** Secondary source of data used were books, journals and magazines Websites ,newspapers.

### Processing of Data:

The data was compiled on excel sheet manually and then analysed by using a software .The required tables, charts and bar graphs were prepared for interpreting the data .

### **Tools Used for Data Analysis :**

Data was analyzed using the software SPSS PASW 18, TRIAL VERSION, IBM INC. All results have been reported by P value of relevant test. The relevant tables and graphs have been prepared taking these values.

### **Tools used for Hypotheses Testing :**

- Binomial Z test for one sample proportion.
- Chi-square test for association of attributes or factors.

### **Data Analysis and Interpretation**

The analysis was done taking into consideration the hypotheses formulated on four aspects. The researcher proceeded question wise while analysing the data. Each hypothesis to be tested was considered and under that hypothesis the data covered by relevant questions from the questionnaire was well analysed using Binomial Z test and Chi square test.

**Testing of Hypothesis** – Each hypothesis was tested with the help of tools mentioned above such as:

#### **PART-A: MARKET POTENTIAL**

**H<sub>01</sub> The market potential varies from product to product and from segment to segment of market.**

**TABLE -3 Market position of various brands of colour TV**

COLOUR TV		DISTRICT					Total
		ALWAR	BHARATPUR	DAUSA	JAIPUR	TONK	
ONIDA	No.	31	29	31	181	36	308
	%	96.9%	74.4%	77.5%	86.6%	100.0%	86.5%
SAMSUNG	No.	1	2	0	4	0	7
	%	3.1%	5.1%	.0%	1.9%	.0%	2.0%
LG	No.	0	5	7	9	0	21
	%	.0%	12.8%	17.5%	4.3%	.0%	5.9%
OTHERS	No.	0	3	2	15	0	20
	%	.0%	7.7%	5.0%	7.2%	.0%	5.6%
Total	No.	32	39	40	209	36	356
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Test			
	Value	df	P VALUE
Pearson Chi-Square	28.148	12	.005

### Interpretation

- The Chi-Square value for the association between Colour TV brands and districts was obtained as 28.14 with 12 degrees of freedom and a Significance Probability (P VALUE .005) less than .05, which is a highly significant result.
- There is a clear association between Colour TV brands and districts in the population from which this sample was drawn and it is clear that the market potential varies from product to product and from segment to segment of market.

### Inference

The null hypothesis is thus accepted.

## PART-B: BRAND AWARENESS

**H<sub>04</sub> The established national brands are well identified in Eastern Rajasthan rural market.**

**TABLE 4: BRAND AWARENESS OF SELECTED BRANDS**

BRANDS	IDENTIFIED		NOT IDENTIFIED		TOTAL		TEST P VALUE
	No.	%	No.	%	No.	%	
ONIDA	326	89.6	38	10.4	364	100.0	.000
SAMSUNG	361	99.2	3	.8	364	100.0	.000
LG	363	99.7	1	.3	364	100.0	.000
GODREJ	336	92.3	28	7.7	364	100.0	.000
HERO HONDA	363	99.7	1	.3	364	100.0	.000
WHIRLPOOL	343	94.8	19	5.2	362	100.0	.000
NOKIA	362	99.5	2	.5	364	100.0	.000
MOTOROLA	333	92.0	29	8.0	362	100.0	.000
PHILLIPS	337	93.4	24	6.6	361	100.0	.000
BUSH	313	86.5	49	13.5	362	100.0	.000
USHA	341	94.2	21	5.8	362	100.0	.000
BAJAJ	333	92.5	27	7.5	360	100.0	.000
CROMPTON GREAVES	50	13.9	309	86.1	359	100.0	.000
HAVELLS	297	82.5	63	17.5	360	100.0	.000
YAMAHA	331	91.2	32	8.8	363	100.0	.000

### **Interpretation**

- All the P values for the brands are less than 0.05, it is a highly significant result
- It is observed that customers identified the brands significantly.

### **Inference**

The null hypothesis is thus accepted.

### **Conclusion**

A sincere attempt has been made in this research to examine rural marketing of consumer durables in terms of its challenges, practices and effective management of

marketing mix which comprises of product, price, place and promotion in the rural environment of five districts of Eastern Rajasthan. The findings of the study and suggestions for the present and prospective marketers keeping the concept of four aspects of marketing have been given here. This will help them to device their marketing strategy for the rural market .

## ➤ FINDINGS

### MARKET POTENTIAL

- The brands holding top two positions in different product categories in different segments and their market shares are as follows :-

**Table 5 : Preferred brands and their market share**

Product	BRAND RANKED I	MARKET SHARE (%)	BRAND RANKED II	MARKET SHARE(%)
COLOURED T.V.	ONIDA	89.56	L.G.	5.9
CEILING FAN	USHA	81.4	BAJAJ	6.71
REFRIGERATOR	GODREJ	92.1	WHIRLPOOL	6.2
MOBILE PHONE	NOKIA	69.8	LOCAL BRAND	19.1
RADIO	SONY	83.8	PHILIPS	12.5
WASHING MACHINE	VIDEOCON	96	GODREJ LG	1.7 1.7
MOTORCYCLE	HERO	93	YAMAHA	4.8

	HONDA			
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It has been observed that most brands on top position have a monopoly .

- The satisfaction level of customers was found to be varying product wise and segment wise. The segment wise differences may be because of the lack of interest of the marketer in the promotion of the particular brand. For example the response to the product washing machine was very thin .The women were hardly aware of the various brands of washing machine.
- Most of the rural purchases have been found to be made from the nearby cities or towns. The people have less faith on rural shops of durables. The people have clearly indicated discontentment regarding availability of products. The various popular brands just exist through T.V advertisements in their minds , however their physical visibility in rural market is negligible.
- An overwhelming majority has given a positive opinion about the selected established national brands indicating a high latent demand of existing brands and a welcome sign for new product line in consumer durables with new brands coming to rural market.
- A majority of rural population in districts like Bharatpur and Tonk were not satisfied with the brand choice available locally. The intensity of latent demand for the non-existing varieties (brands) was very high. This indicated a very high potential for consumer durables in the rural areas of these districts.

## **Brand Awareness**

- The awareness test has shown that most of the selected brands are well known to the customers. However the proportion of sample aware about brands varied from segment to segment . The age and education level were also found to be influencing factors of brand awareness.



- The customer has given most importance to quality while selecting the product. Next purchase influencing factor has been price and then the availability. Price got second position after quality as most dominant factor. The low and medium income were the most price conscious group.. The rural consumer actually wanted quality at affordable price.
- The pricing and promotional strategy should match the needs of age group and income of the target market. The youth emphasize that costly and popular items have better quality. Middle age people overemphasize the reputation of the brand but overlook the popularity. Good looks have no place for the old aged people.

### **Promotion**

- Mass Media and reference groups have been mentioned as the dominant sources of knowledge by the large number of respondents followed by posters. T.V. and news paper have reached rural households in a big way and are influencing their purchase decisions.
- The literate people (metric and above) are more influenced by the mass media whereas the illiterates also depend on reference groups. Reference groups can be family or opinion leaders in form of village head, priests, headmaster of the local school etc.
- The highly advertised Brands found (in the given order) **Colour T.V.** (Onida, Samsung, L.G.) **Ceiling Fans**(Usha and Bajaj have about equal recall) **Refrigerator** (Godrej – almost has monopoly, followed by L.G.), **Mobile phones** (Nokia mostly) **Radio** (Sony, Bush), **Washing Machine** (Videocon, followed by Godrej and L.G.), **Motorcycle** (Hero Honda-now Hero has the monopoly throughout the rural markets)
- A close correlation in the advertisements of various brands and their market share has been found indicating an apparent impact of advertising on the market share.

- T.V. has been found to be most important media followed by newspaper for advertising of the products. Television advertisements unconsciously affect the rural consumer behavior since rural consumer is simple and understands clear messages which T.V. can easily do.
- Consumer attitude towards the two promotional tools namely price discounts and free gifts has been positive, irrespective of segments, income, education and age group of customers inspite of the differences in the proportion favouring them.

### **Distribution**

- The low proportion of purchases were found to be local. People prefer to buy from cities. As consumer durables are the kind of products which last long so they don't mind going to the city to buy them. This indicates the lack of confidence in local shops. Due to some weaknesses in the local distribution system (non availability being one of them) the city purchases were substantial.
- Irregularity in supply is observed throughout. People's choice of products were unavailable mostly so they prefer to purchase from towns and cities.

### **➤ SUGGESTIONS**

It is possible to evolve effective strategies for rural marketing considering the environment in which rural market operates and its associated problems. The suggestions given here though are not universally applicable, as much depends upon the product characteristics, the targeted segment of the rural market, the choice of rural area, its economic condition and the specific environment, but certainly provide a frame work for adopting marketing mix strategies for rural marketing:

### **PRESENT AND POTENTIAL MARKET**

- Most preferred brands in each product type have monopoly indicating that other brands can also make dent in the market by appropriate marketing strategies.
- Segment wise product preference is varying, so the marketer has to understand the taste and choice of the particular segment and tap the potential for his product
- People have no confidence in local shops selling consumer durables. This provides opportunity to the companies to launch their products with right promotional and distribution strategies.

### **BRAND AWARENESS**

- The marketer should concentrate more on product attributes (quality) and not on price, image which come only next to quality.
- The area wise differences also exist while identifying the dominant factors influencing the purchase so it is important consideration when selecting specific areas of marketing activities.
- The pricing and promotional strategy should match the needs of age group and income of the target market.

### **PROMOTIONAL STRATEGY**

- Mass media specifically T.V. should be used as promotional media. People have access to it and identify a brand most through television
- Advertising a particular product in a specific area requires studying the area wise and product wise differences. Determining an advertising mix that suits the product and area is expected to give better results.
- Free gifts and price discounts should be made an integral part of promotional package. A less priced consumer durable (of a new brand) can be given as a free gift with a costlier one.
- Village opinion leaders can be used for promoting the products.

## **DISTRIBUTION**

- Keeping in mind the preferences and choices of rural customers, companies should device the distribution strategy so as to make the product available all the time in rural outlets.
- Supplies should be made regular.
- Special efforts can be made of making latest brands available in rural market specifically in haats etc. where canopy, mobile van etc can be used.

### ➤ **Limitations of the Study**

The research is based mainly on the information and data supplied by the consumers of Eastern Rajasthan only . Due to low levels of literacy and conservative nature of rural folks, the percentage of response was low. The women were not very forthcoming with the responses. Moreover people were hesitant in responding accurately to certain questions . Customers sometimes did not remember the brand name correctly of the product used by them.

Despite these limitations, the findings of this study certainly provide some understanding of rural marketing environment , practices , structure and problems which are of relevance not only to the chosen villages under the study , but also for the rural markets elsewhere in the country. Thus, this would be useful addition to the limited literature available on the subject.

### **Scope of Future Research**

The research here is confined to the five districts of Eastern Rajasthan . However the future scope lies in covering the representative districts of all states thus

deriving an overall picture of total Indian Rural Market. This scenario will definitely help the marketers to design a comprehensive strategy plan . Further the product range here includes seven of the large range of consumer durables available in the market . More researches can be conducted taking a range of other products and observing and interpreting the rural markets response regarding them. The same kind of research can be extended to FMCG products and services also.

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- Paper Title *“Holistic Marketing strategies inclusive of Corporate Social Responsibility initiatives adopted by rural marketers in India” presented in National Conference on Managing India’s Rural transformation organized by Indian Institute of Health, Management and Research, Jaipur on 26th-27th February, 2013*

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## QUESTIONNAIRE FOR CUSTOMERS

This questionnaire is part of research survey for educational purpose. It will not be utilised for any other purpose. Your cooperation in this regard is solicited :-

Q.1 In the following product category which brands are being used by you?

S.No.	Product Name	Brand 1	Brand 2	Brand 3	Others
1.	Colour T.V.				
2.	Washing Machine				
3.	Refrigerator				
4.	Mobile Phone				
5.	Radio				
6.	Ceiling Fan				
7.	Motorcycle				

Q.2 Where do you purchase the above mentioned brands ?

City Shop

Village Shop

Q.3 Are you satisfied with the available brand choice in the following product category? Do you feel the need for new brands in these product categories ?

S.No.	Product Name	Satisfied / Dissatisfied	Feel need for new brand
1.	Colour T.V.		
2.	Washing Machine		
3.	Refrigerator		
4.	Mobile Phone		
5.	Radio		
6.	Ceiling Fan		
7.	Motorcycle		

Q.4 What is your awareness level for the following brands?

S.No.	Brand	Identify	Do not identify
1.	Onida		
2.	Samsung		
3.	L.G.		
4.	Godrej		
5.	Hero		
6.	Whirlpool		
7.	Nokia		
8.	Motorola		
9.	Philips		
10.	Bush		
11.	Usha		
12.	Bajaj		
13.	Crompton Greaves		
14.	Havells		
15.	Yamaha		

Q.5 While purchasing following product category which factors do you take into consideration?

S. No.	Reason for purchase	Price	Quality	Availability	Company's Image	Brand image
1.	Colour T.V.					
2.	Washing Machine					
3.	Refrigerator					
4.	Mobile Phone					
5.	Radio					
6.	Ceiling Fan					
7.	Motorcycle					

Q.6 What do you mean by "Good Quality" brand?

1. Costly / expensive
2. Attractive / Good looks
3. Popularity
4. Self-Test

Q.7 According to you what is the right price?

- Least Possible
- Comparable with other brands
- Affordable
- Mentioned on the Product

Q.8 Do you feel company should launch new brands from time to time?

1. Yes
2. No

Q.9 From where do you receive information about the brand?

1. Reference Groups
2. Mass Media
3. Wall paintings
4. Retailers

Q.10 Out of the following sources of information which one is more effective for each product category?

Source of Information	Colour T.V.	Washing Machine	Refrigerator	Mobile Phone	Radio	Ceiling Fan	Motorcycle
Reference Groups							
Mass Media							
Wall Paintings							
Retailers							
Mobile Traders							

Q.11 Brand-wise which advertisements can be recalled by you?

Product	Colour T.V.	Washing Machine	Refrigerator	Mobile Phone	Radio	Ceiling Fan	Motorcycle
	Onida	Godrej	Kelvinator	Nokia	Philips	Bajaj	Hero Honda
	Samsung	L.G.	Godrej	Motorola	Sony	Usha	Yamaha
	L.G.	Whirlpool	Whirlpool	L.G.		Crompton Greaves	Suzuki
	Sony	Videocon	L.G.				Bajaj
	Philips	IFB	Videocon				
	Samsung						

Q.12 Which media have been found to be more suitable for advertising?

1. Newspaper
2. T.V.
3. Radio
4. Hoarding
5. Wall-Writing
6. Posters
7. Announcement

Q.13 Product-wise which Media is more suitable?

Add. Media	Colour T.V.	Washing Machine	Refrigerator	Mobile Phone	Radio	Ceiling Fan	Motorcycle
Newspaper							
TV							
Radio							
Hoarding							
Wall-Writing							
Posters							
Announcement							

Q.14 What is your attitude towards Price Discounts?

1. Favourable
2. Unfavourable

Q.15 What is your attitude towards free gifts?

1. Favourable
2. Unfavourable

Q.16 How many of these products do you purchase from Village shops and city shops?



<b>S.No.</b>	<b>Product Name</b>	<b>Village Shops</b>	<b>City Purchase</b>
1.	Colour T.V.		
2.	Washing Machine		
3.	Refrigerator		
4.	Mobile Phone		
5.	Radio		
6.	Ceiling Fan		
7.	Motorcycle		

Q.17 In the following product category where do you face the following problems?

<b>S.No.</b>	<b>Product Name</b>	<b>Non-availability of the Desired brand</b>	<b>Irregular supply of brands</b>
1.	Colour T.V.		
2.	Washing Machine		
3.	Refrigerator		
4.	Mobile Phone		
5.	Radio		
6.	Ceiling Fan		
7.	Motorcycle		

Q.18 What type of problems are usually faced in rural marketing?

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Q.19 Any suggestion from your side for marketers to tap the rural markets more effectively.

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1. Customer name and age .....
2. District .....
3. Village .....
4. Occupation .....
5. Educational Qualification .....
6. Monthly income (optional) .....

**Thanks you – *For your valuable co-operation***