

# Rural Marketing in India



SOUMYA SEBASTIAN  
MEERA VARGHESE



# RURAL MARKETING IN INDIA

*Authors:*

**Ms. Soumya Sebastian,  
Ms. Meera Varghese**



English Language

**RURAL MARKETING IN INDIA**

Authors: **Ms. Soumya Sebastian, Ms. Meera Varghese**

Compiled and Published by **Turn Books Kottayam**

Rights Reserved

First Published - November 2019

Cover Design : Joseph Francis, Pala

Layout : M. G. Saji Tky

Printed in India

Vibgyor Imprints, Calicut - 673 004

Publishers

**Turn Books**, P.B. No.1, Teekoy

Kottayam, Kerala - 686 580, India

Email: [turnbooks4u@gmail.com](mailto:turnbooks4u@gmail.com)

Web Site: [www.turnbooksgroup.com](http://www.turnbooksgroup.com)

Tel: 9495200006, +914822280007/08/09

No part of this publication may be reproduced or transmitted in any form or by any means without prior written permission of the publishers.

ISBN: 978 - 93 - 87709 - 27 - 0

Price : ₹ 120

000020211814215151119000030000072017015492091513600010000000120

## CONTENT

1. Introduction to Rural Marketing ...9
2. Relevance of Rural Marketing ...25
3. Rural Marketing Environment ...34
4. Rural Marketing Mix and Strategies ...40
5. Rural Market Segmentation and Consumer behaviour ...60
6. Digitalising Indian Rural Market ...77
7. Role of Government in Rural Marketing ..83
8. Rural Credit and Rural Development in India ...94

# Rural Marketing in India

**SOUMYA SEBASTIAN | MEERA VARGHESE**

Rural marketing has become a buzz word among marketing professionals and preachers. Rural India is emerging as a large market for a number of goods and services. We are moving into a new area of development and the base is shifting towards Indian villages. Rural markets offer excellent opportunities to become focal centres for rural development. It is not easy to enter the market and take a sizeable share of it within a short period. Therefore, there is a need to understand the marketing environment to develop appropriate strategies for exploring the rural market. In rural marketing, one finds abundant scope for value co-creation between the firm and its customers. Rural markets are tomorrow's markets and the marketer should know how to penetrate these markets. This book is an attempt to explain the present rural marketing scenario with references and examples from Indian rural sector.



ISBN 978-93-87709-27-0



Commerce

turnbooks4u@gmail.com

+91 9495200006

MRP ₹ 120.00 / \$4.00