

CHAPTER -1

INTRODUCTION: THEORETICAL FRAMEWORK OF RURAL MARKETING AND RURAL COMMUNICATION MEDIA

Outline: includes the introduction, features, problems and challenges of the rural market, study of the rural markets sector wise and rural communication media, problems and challenges.

1.1 Introduction

The Indian rural market with vast size and demand base offers great opportunities to marketers. Two – thirds of the country's consumers live in rural areas and almost half of the national income is generated here. The rural market is very much larger than the urban in the aggregate. Yet, the rural market represents the largest potential market in the country. Its primary activities are agriculture, animal husbandry, fisheries, forestry etc. The data show that in growth rate of the expenditure too, rural market, has been matching the urban. It contributes to over half of India's GDP. It does not lag behind the urban in growth rate of GDP either. If consider growth rates in per capita income, rural market has been more or less matching the urban. The rise of rural markets has been the most important marketing phenomenon of the 1990's, providing volume growth to all leading companies. Many corporate have been trying to get a grip on rural market. The reasons why companies are going rural are manifold. Higher rural income driven by agricultural growth, increasing enrolment in primary schools, high penetration of television and other

mass media have increased the propensity to consume branded and value added products in rural area. As a result of the “Green Revolution”, there is a socio-economic revolution taking place in Indian villages since last three decades. Increasing knowledge of fertilizers, water resources, pesticides, better quality seeds, modern farm equipments and methods of farming have changed the villages far better. The per capita income of the farmers is on the increase and the manner in which they spend their disposable income has also changed. The rural market is not passive. It is vibrant and growing at a faster pace. It will soon outstrip the urban market if this pace of development continues. Socio-economic changes in villages have led villagers to think of material well being. This change in the attitude of the Indian rural people is sweeping across the countryside. The expanding rural market is important to the growth of economic development of India. With the change in scenario, the marketing focus is also changing towards villages: “Go rural” is the slogan of marketing gurus.

1.2 Definition of Marketing

The word market is derived from the Latin word “Marcatus” meaning goods or trade or a place where business is conducted. The term marketing is defined as a “business activity planned at satisfying to a reasonable extent, consumer or customer needs and wants, generally through an exchange process.” The human needs are less and are important for his survival. The wants of people are many and varied and change with time, place and society. The wants keep changing with life styles, earning capacity of consumers, social values, education etc. Human intentions and decision to acquire may not be the same due to existing conditions. A man may like or intend to stay in a five star hotel. He may

decide (or acquire) a room in a three star hotel due to his tight financial position. Kotler (2012) defines marketing Kotler as “a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others”.

As per the definition by the American Marketing Association (AMA), marketing is “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals”. ‘Market’ traditionally is a place where buyers and sellers gather to exchange their goods. With this concept of markets, it is seen that Marketing means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants. Definition of Marketing Management, according to Kotler, is the process of planning and executing the conception, the pricing; promotion and distribution ideas, goods and services to create exchanges that satisfy individual and organizational goals. He has thus approved the definition of the AMA.

1.3 The term “Rural”

The Census of India defines rural as any habitation with a population density of less than 400 per sq. km., where at least 75% of the male working population is engaged in agriculture and where there exists no municipality or board. Of the nearly 6.5 lakh villages in India, only 20,000 villages have population more than 5,000. Leaving aside Hindustan Unilever Ltd., and ITC, most companies in the FMCG sector would define rural as any place with a population up to 20,000. Similarly, durable and agricultural–

input companies would consider any town with a population below 50,000 as rural, Kashyap (2012)

As per Reserve Bank of India, locations with population up to 10,000 will be considered as rural and 10,000 to 100,000 as semi urban.

As per NABARD, All locations irrespective of villages or towns up to a population of 10,000 will be considered as rural.

As per planning commission, towns with population up to 15,000 are considered as rural.

As per Sahara, Locations having shops / commercial establishments up to 10,000 are treated as rural.

LG Electronics, The rural and semi urban area is defined as all other cities other than the seven metros.

Different experts and organizations have divergent views on what constitutes the term “rural” Collins could describe the word “Rural as place far away from the towns and cities. A rural market broadly comprise of consumer markets, institutional markets and services (Dogra and Ghuman, (2008). According to Velayudhan (2002) rural marketing includes all those activities of assessing, stimulating and converting the rural purchasing power into an effective demand for specific products and with the aim of raising the standard of living.

1.4 Evolution of Rural Marketing

The total environment in India is undergoing a massive change. Ramkishan (2009) There has been a significant growth in purchasing power, change in lifestyle, increase in brand

consciousness, change in consumption pattern, improvement in infrastructural facilities and spread of communication network. These changes have resulted in shifting the marketing battlefields from cities to villages. “Go Rural” seems to be the latest slogan.

Phase I (Before the 1960s)

Prior to the 1960s, the term rural marketing referred to marketing of rural products in rural and urban areas & agricultural inputs in a rural market. It was considered synonymous with ‘agricultural marketing’.

Agricultural produces like food grains & industrial inputs like cotton, sugarcane, etc. were the primary products marketed during this period. The scope of farm mechanization equipment (tractors, pump sets, threshers) and agricultural inputs like fertilizers, seeds and pesticides was very limited, as the rural economy was in a primitive stage, with traditional farming methods being used in agricultural. Instead, the marketing of products like bullock carts, window & door farms by skilled workers in rural areas (blacksmiths, carpenters, and pot makers) was an important activity. This market was totally unorganized.

Phase II (1960s – 1990s)

The green revolution changed the face of rural India, ushering in scientific farming practices with the advent of agriculture inputs & implements. Poverty - stricken villages turned in to cash- rich centers. As a result, the demand for agriculture inputs soared. Better irrigation facilities, use of fertilizers, pesticides, high-yield variety seeds, coupled

with application of implements like tractors, power tillers, harvesters, pump sets & sprinklers resulted in the exponential growth of agricultural production, changing the very content of rural markets. During this phase, apart from conventional 'agricultural marketing', a new area – 'marketing of agricultural inputs had emerged. This period saw the emergence of companies such as Mahindra & Mahindra, Escorts, Eicher, Sriram Fertilizers & IFFCO. During this period, the marketing of rural products received considerable attentions through agencies like KVIC (Khadi & Village Industries Commission), Bunkar (weaver) societies and handicrafts emporiums. The promotion of village industries, supported by the government through exhibitions & 'Gram Shree Melas' and 'Shilpa Melas', resulted in the inflow in to urban markets on a large scale, of products like handicrafts, handloom textiles, lather products etc.

Phase III (1990s - 2000)

During the fast two phases, the marketing of consumables & durables to the rural markets was not considered seriously. The prime reasons for this were:

- The potential of rural markets was not visible. The exiting rural markets for these products were not sizeable enough to attract the attention of urban marketers.
- Rural markets were not very accessible. The poor infrastructure of widely scattered villages made them unreachable & expensive in terms of logistics.
- The growth of urban markets during this period kept marketers busy.
- Consequently, the rural markets were conveniently ignored, as they were seen as extensions of the urban markets.

However from the 1990s India's industrial sector gained in strength and maturity. A new service sector emerged, signifying the transition of an agricultural society into an industrial one. Meanwhile, the increased plan outlay of Central and state governments for rural development and strengthening of local governance witnessed socio-economic progress. In addition, the economic reforms further accelerated the process by introducing competition into the markets. All these factors resulted in the growth of rural markets for household consumables and durables.

Rural marketing represented the emergent distinct activity of attracting and servicing rural markets, to fulfill the needs and wants of persons, households and occupations of rural people.

Phase IV (After 2000)

After the proven success of marketing models like project shakti and e-choupal, rural marketing has become an agenda for most global and Indian corporations. Rural marketing has taken the centre-stage, as the companies that had been serving the urban markets for long have now begun planning to enter the rural market. The government is taking serious steps to develop the rural market. Government initiatives like farm loan waivers and employment and rural infrastructure development programmes received a major thrust after 2000. This initiatives attempt to bridge the gap between the rich and the poor.

1.5 Rural Marketing

The term 'rural marketing', which was earlier used as an umbrella term to refer to all commercial transactions of rural people, acquired a separate meaning of great significance in the 1990s. Badi(2007) After India's industrial sector gained in strength and maturity from 1980s onwards, a new service sector emerged, signifying the transition of an agricultural society into an industrial one. Meanwhile, the increased plan outlay of Central and State governments for rural development and strengthening of local governance witnessed socio – economic progress. In addition, the economic reforms further accelerated the process by introducing competition into the markets. All these factors resulted in the growth of rural markets for household consumables and durables.

According to the National Commission on agriculture, rural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations and includes pre and post harvest operations, assembling, grading, assembling, storage transportation and distribution.

According to Thompson, ' The study of rural marketing comprises all the operations and the agencies conducting them, involved in the movement of farm produced food, raw materials and their derivatives, such as textiles, from the farms to the final consumers and the effects of such operations on producers, middlemen and consumers.'

1.6 Definition of Corporate Rural Marketing

Rural marketing can be defined as a function that manages all activities involved in assessing, stimulating, & converting the purchasing power of rural consumers in to an effective demand for specific products & services & moving this products & services to the people in rural areas to create satisfaction level & a better standard of living & there by achieving organizational goals.

1.7 Reasons for Corporate to go Global

In the present scenario, companies operating in India will have only two options either go Global or go Rural. The cost of going global is very high, and it's difficult to gauge markets in other countries. It's better to target the rural market as it is growing by the day. Rural India is emerging as a large market for a number of goods and services – financial services, healthcare, education and telecommunication, etc. here are some of the reasons:

Urban Markets are Getting Saturated

There is cutthroat competition in urban markets, with a wide variety of choices of products. It's becoming difficult for existing companies to maintain their market share in urban markets.

A Huge Untapped Market

With only 100,000 of the 6,50,000 villages tapped so far, there is a huge potential and market area. With a rural population of more than 700 million, it is a huge market.

Rising Disposable Incomes

Good monsoon during the past 10 years have raised farmers' incomes. Non-farm sectors now account for almost 50% of total rural incomes. It's a market that corporate cannot afford to ignore. Another reason for the rising disposable incomes of villages is that agricultural income is not taxed.

Remittances from Abroad

Many household in rural India have one of their family members abroad, mostly in Gulf countries. People working there send their savings to their families in India, which is an additional source of income.

Impact of Media

The growing reach of the electronic media has created a huge change in the lifestyle of rural consumers because of TV programmes like soaps and other serials. Rural people are spending more on lifestyle products like lipsticks. Modi Revlon, for instance, sells more lipstick in the rural market than in urban areas.

1.8 Problems in Rural Marketing

Although the rural market does not offer vast potential, it should also be recognized that it not easy to operate there. Rural market is a time consuming affair and requires considerable investments in terms of evolving appropriate strategies. Shah(2013) The major problems with rural markets are:

Deprived People and Deprived Markets

The number of people below the poverty line has not decreased in any appreciable manner. Thus by and large rural markets are characterized by poor people and underdeveloped markets. A vast majority of rural people is traditional bound and fatalistic. They believe in old customs, traditions, habits, taboos and practices.

Lack of Proper Physical Communication Facilities

Communication with these villages is difficult and highly expensive. Even today, most villages in the eastern parts of the country are inaccessible during the monsoon. Moreover, 3000,000 villages in the country have no access to telephones.

Transport

Many rural areas are not connected by rail transport. At least 50% of rural roads are poorly surfaced, and many are totally destroyed or severely damaged by the monsoon and remain unserviceable, leaving interior village isolated. And the use of bullock carts in the country, 12 millions are estimated to be in total areas, transporting about 6 billion tons of freight per year.

Many Languages and Dialects

The number of languages and dialects vary widely from state to state, region to region and probably from district to district. Messages have to be delivered in local languages and dialects. Even though the number of recognized languages is only 18, there are an

estimated 1700 dialects. It is difficult for marketer to design promotional strategies in different languages and local dialects.

Dispersed Markets

Rural population scattered over a large land area and it is almost impossible to ensure the availability of a brand all over the country. Seven Indian states account for 76% of the country's rural retail outlets, the total number of which is placed at around 3.7 million. District fairs are periodic and occasional in nature. Manufacturer and retailers prefers such occasions as they allow greater visibility and capture the attention of the target audience for larger span of time.

Low per Capita Income

Even though about 26% of GDP is generated in rural areas, it is shared by 74% of the population, so per capita incomes are low. Moreover demands for goods in rural markets depend upon the agricultural situation, as agriculture is the main source of income and it depends upon the monsoon to a large extent. Therefore, demand is not stable or regular.

Low Levels of Literacy

Literacy rates are low in rural areas compared to urban areas. This leased to the problem of communication. The print medium is ineffective in rural areas since its reach is poor.

Prevalence of Spurious Brands and Seasonal Demand

For any branded product there are a multitude of local variants, which are cheaper and therefore, more desirable for villagers. Rural consumers are cautious about buying and decisions are slow. They like to give a product a trial and buy it again only after getting personal satisfaction.

Different Way of Thinking

There is a vast difference in the lifestyle of urban and rural people. An urban customer has many more choices than his rural counterpart. The rural customer usually has two or three brands to choose from, whereas the urban one has many more choices. There is also a difference in the way of thinking. The rural customer's lives fairly simply compared to his urban counterpart.

Distribution Problem

Effective distribution requires a village-level shopkeeper, mandi /taluka level wholesaler or preferred dealer, a distributor or stockiest at the district level and a company owned depot or consignment distribution at the state level. So many tiers increase the cost of distribution. Rural markets typically pose complex logistical challenges that translate into high distribution cost.

1.9 Challenges for rural markets in India

The biggest challenge is the vast spread of the market, which implies the prospect of managing huge logistics and costs. The second lies in communication. Around 10 years back, the reach of television was very minimal in rural India, and today 40% of rural

areas are equipped with television compared to less than 20% earlier. So, it was difficult for electronic media to reach the masses in rural areas. Some of the top MNCs are willing to at least understand the rural reality after multi round talks with them. Now, even rural areas are being backed by strong infrastructure with almost 70% of the areas having roads.

The most important P of the marketing mix that works in rural India, according to Mr. Kashyap, is place as distribution is still the biggest challenge in penetrating rural India. In urban India, we have a limited target of around 5000 places; but in rural, the target is limitless because of its vastness.

Upon asking as to why does rural India not get the actual high that it deserves, he says that Rural India is the unbranded part of India. The sad part is that students today do not have the understanding of rural market because of a lack of courses and books on it. It is obvious to understand that a Philip Kotler will never be able to give a clear picture of this part of rural India. The most astonishing part is that we are talking about the 70% part of India that is contributing 60% to the GDP. This market seems to be a non-glamorous market with a negligible number on it.

As for as government's address to rural India is concerned, it remembers rural India only at the time of elections, as they contribute 70% of the population and is the biggest vote bank. This is the time when we talk about "Garibi Hatao" and many others like employment generation et al. No politician talks about it in the Parliament thereafter. For industries, we have a chamber for commerce and representatives of different industries

like CII, Assocham, but no one for rural India. There have been three major industrial policies, but there has not been a single committed agriculture policy to boost rural India. Even the basic amenities are missing. Since independence, the government has boosted different sectors but not even one tenth of that has gone to rural India.

It is the management education that needs to play the key role in discharging responsibility in educating student about rural India, which is not being done today. Mr. Kashyap says that this has been my mission for the last 20 years by interacting with management students, and meeting the directors of these institutes to convince them that integration is urgent and a 9-10% GDP growth cannot be achieved by only pushing urban India.

As regards communication infrastructure, rural India is now changing. There are almost 80 million television sets in rural India, which means every second house has one. They are now getting all the required exposure. Their children are getting exposed to brands as they move out of villages to study. Those times have gone when nukkad naataks and tamashas were done to make people aware. It will be strange to believe but 90% of people in rural India have a recall for Sachin Tendulkar. That is the power of television in that part of the country. The situation has changed considerably now. Even mobiles have played a key role in this. So today, communicating to the people in rural India is not a problem at all.

1.10 Prospects for rural markets in India

Rural India now accounts for around 50% of the half trillion dollar strong Indian economy. Already, 54% of FMCG, 59% of durables, 100% of agriculture inputs and between 10 to 15% of 4 wheelers and 2wheelers are sold in rural India. Vinayagamooth (2014) The situation is similar in insurance, banking and telecom and other services. The rural market is now bigger than the urban market for most categories.

1.10.1 Rural boom

By 2020, it is expected that every village will be connected by an all weather road, will have internet, an almost every home will have electricity and possess a mobile phone. With significant improvement in rural infrastructure coupled with agriculture reforms, we can expect rural markets to reach inflection point. This will lead to an explosion in demand. The way it happened in the urban markets in the mid 90s as a result of easy consumer finance, a boom will take place in the IT sector and steep increase in the corporate salaries. Companies are not anticipating this boom and many will be taken by surprise when it happens.

1.10.2 Reverse Innovation

Even since the bottom of pyramid concept was introduced, many companies have tried to transform their business models through single served sachets, low cost production, extended mom and pop distribution and NGO partnership. But in the rush to capture the fortune at the BOP, something may have been lost – the perspective of the poor themselves. In my view, most such initiatives have failed to hit the mark. Pushing the companies reformulated or repacked products into villages may indeed produce

incremental sales in the short term. But in the long term, this strategy will almost certainly fail because the business remains alien to the communities it intends to serve.

For decades, MNCs have sold modified products, a process widely recognized as glocalization. This strategy worked reasonably well with the more affluent urban consumer whose behavior is somewhat similar to western consumers. With growing rural purchasing power and the three times larger population than urban, companies will need to develop appropriate products for this market. Minor modifications won't work as rural consumers are very different. This calls for a reverse innovation process, totally opposite to the globalization approach. This will involve bottom up, community embedded process of co-invention and co-creation. Such an approach will bring the company into close, personal business partnership with BOP communities. While creating enduring value for community, it will establish a foundation for a long term corporate growth innovation.

1.10.3 New Price Performance Paradigm

Rural market requires products with decent performance at very low cost. My advice to companies is to aim 75% performance and 25% cost. Nirma or Ghadi washing powders are excellent lower performance, low cost products compared to the global Surf or Ariel brands. Rural consumers want to drive core benefits from the products and these low-priced brands clean clothes adequately. Users are not worried if these powders do not have a softener or a whitener. The sachet as a solution to making the offering more affordable will not work in long term as the price continues to remain high.

1.10.4 Innovative Rural Distribution:

The biggest challenge in rural India remains reaching your product to 650000 villages compared to 5000 towns in the urban areas. A few new rural distribution and procurement models have been innovated by ITC e-choupal and HUL project, shakti. But much more needs to be done in this area. One possibility is the use of social infrastructure being created by the government. NABARD is proud to say that SHG bank linkage programme which is the largest microfinance programme in the world, today touches 10 crore households through more than 85 lakhs SHGs with deposit of about 16114 cr. Total no. of SHGs are 85.77 lakh as on 31st march 2017 in which women SHGs are 73.22 lakh.(www.nabard.org)

1.10.5 Dedicated Rural Teams

Companies need to shift power where growth is by dedicating empowered teams for the rural markets so that they can develop their own strategies and products. A separate sales force is also desirable as the regular force will avoid covering the more difficult and small off-take rural markets. MBAs from B-grade small town should be hired. They will not only work at much lower salaries but will also stick around.

1.10.6 Inclusive Marketing

This is a new concept I have created which goes much beyond BOP. Inclusive marketing looks at poor not only as consumers but also as producers / suppliers of products contributed by the poor. It can therefore impact poverty positively. ITC's e-choupal is a perfect example of inclusive marketing. The business model ensures that farmers as

producers get better value for their produce. Once their income is enhanced the model then uses the same channel that was created to procure produce to push relevant products needed by the farmers as consumers. Government and private sector need to work together to promote inclusive marketing and grow the size of the rural pie through the development of the reverse distribution channels rather than fighting among themselves.

1.11 Rural market Segmentation

Demographic factors are taken into detailed consideration for market segmentation of consumer goods and fast moving consumer goods (F.M.C.G.). Gopaldaswamy (2011) In case of rural marketing i.e., to sell outside goods in rural areas, demography comes into the picture. However, the categories are much reduced. Here economic level, exposure to awareness of modern life and socio-economic features co file into the picture. Some of the segmentations are as under:

1. Occupational Segmentation: This again leads to economy wise categorization. This reflects the purchase power of a fanner and therefore the purchase power of his family.

They are:

Artisans, farm laborers

Small farmers, tenant farmers

Medium level farmers

Large farmers and

Very large farmers i.e. zamindars.

2. Sociological Segmentation: There are six categories; in this type of segmentation.

This leads to socio-economic representation of the segment.

Landlords: Zamindars, rich money lenders and businessmen who own big size lands, plantations and maintain large size farm labor. Normally they spend time in nearby urban area and hobnob with politicians.

Rich Farmers: who have large lands and are local leaders. They spend time in the urban areas and try doing some other occupation.

Small Farmers: who own small farms or jointly owned farms getting food for sustenance.

Tenant Farmers: working on rented land to share the crops with owners of the land.

Agricultural Labors: They work on wages in the land of rich farmers.

Artisans and others: This covers carpenters, blacksmiths, handicrafts, people and unemployed.

3. TRMI (Thomson Rural Market Index): M/s. Hindusthan Thomson Associates Ltd. developed a guide to market segmentations in 1972 and revised it in 1986. They collected data in 335 districts based on 26 variables. Finally they arrived on 10 selected variables having strong correlation to rural market potential:

Agricultural laborers

Gross cropped area

Gross irrigated area

Area under non-food crops

Pump sets

Fertilizer consumption

Tractors

Rural credit

Rural deposits and

Villages electrified.

Based on these factors, the districts are classified as A, B, C, and D, which are in the order of high potential market to low potential market.

4. Lin Quest: This method is software developed by Initiative Media on data along the following parameters :

Demographic

Agricultural

Income

Literacy and

Civic Amenities.

As per the product to be launched, the marketer would be interested in certain parameters like literacy levels, income levels, bank deposits, accessibility (rail, road), schools, dispensaries and distance from towns. In the software the marketer can give weighted average to different factors. For example, to launch new audio cassette recorders, parameters could be villages above 1000 population and monthly income Rs. 2000 and distance from nearest towns within 30 km.

5. MICA Rating: This is also a software package to be used on similar lines as Lin-Quest. The parameters of this segment are as follows:

Total volume of agricultural output

Bank Advances

Cropped area

Irrigated area

Number of cultivators and
Fertilizer consumption

1.12 Realities before the Marketers

Our nation is classified in around 593 districts, 3,799 cities and 6, 50,000 villages, out of which 1, 07,440 villages are in Uttar Pradesh. This shows that 16.9% of villages in India are in U.P. with a population of 22 cr. So the rural markets of Uttar Pradesh form an important part of the total market of India not having access to the FMCG products at par with those of urban Uttar Pradesh. In providing most of FMCG products, reluctance is observed on the part of companies. This reluctance may be due to the poor affordability of people in rural areas. Because of lack of awareness and education in rural areas, people are very hard to accept the services raising their living standard. 70% of India's population lives in 650000 villages in rural areas. 90% of the rural population is concentrated in villages with a population of less than 2000, with agriculture being the main business. This simply shows the great potentiality rural India has to bring the much - needed volume- driven growth. This brings a boon in disguise for the FMCG Company who has already reached the plateau of their business urban India.

As per the National Council for Applied Economic Research (NCAER) study, there are as many 'middle income and above' households in the rural areas as there are in the urban areas. There are almost twice as many 'lower middle income' households in rural areas as in the urban areas. At the highest income level there are 2.3 million urban households as against 1.6 million households in rural areas.

HLL chairman MS Banga Says, "This exercise may not pay in the immediate future, but will definitely give long-term dividends. Incidentally, over 50 percent of the sales of HLL's fabric wash, personal wash and beverages are in rural areas. And we see a future in going rural in a major way".

The improved agricultural growth is expected to boost rural demand, though not at too sizzling a rate. Moreover, the price drop in personal products, after the recent excise duty reductions, is also expected to drive consumption. "Better agricultural yields will give farmers more spending power, making the rural markets bullish," says an analyst. As a result, HLL has planned a rural marketing program that is expected to result in a marked growth in the consumption of the company's products in the rural market. HLL will adopt three-pronged marketing strategy- new price points, sizes and awareness campaigns for its detergents and soaps segment to augment rural growth.

The Indian established Industries have the advantages, which MNC don't enjoy in this regard. The strong Indian brands have strong brand equity, consumer demand-pull and efficient and dedicated dealer network which have been created over a period of time. The rural market has a grip of strong country shops, which affect the sale of various products in rural market.

The companies are trying to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance availability has also increased the affordability of purchasing the costly products by the rural people. Marketer should understand the price sensitivity of a consumer in a rural area. The small sachet packs are the examples of price sensitivity. Colgate has done this experiment with launching of sachet packs for rural markets.

As far as features are concerned, the existing rural markets are large and scattered, low standard of living, traditional outlook, diverse socio-economic backwardness and poor infrastructure facilities. The major problems faced in the rural areas of the state are underdeveloped people and under developed markets, ethnic problems facing people, many dialects, dispersed markets, low per capita income, low levels of literacy, prevalence of spurious brands and seasonal demand and a different way of thinking. These pose great challenge to rural markets.

Rural communication calls for understanding the key challenges at hand- rural heterogeneity and spread, low literacy and varying comprehension abilities of rural folks, and differences in media reach and the habits of people. Communicating the message to rural consumers has posed enormous challenges to rural marketers because of the large numbers of consumers scattered across the country. This problem is further compounded by the heterogeneous nature of consumers, in terms of their languages.

Around two-fifths of the rural population is illiterate and literacy levels vary hugely among different states. To communicate effectively with the less educated, it becomes necessary that the focus be on creating a simple communication message. The limited reach of mass media in rural areas and its regional and state variations also pose limitations on a universal approach to communication for rural consumers.

The different developmental schemes of the government like Sarva Shiksha Abhiyan, Employment Guarantee Scheme, and National Rural Employment Guarantee Act (NREGA) etc. for the rural people have changed the market scenario. Rural youth is now more aware and well informed of the various products due to media. Lifestyle, habits and

tastes, economic status have improved. People in rural areas want to have access to the urban amenities even with their low rate of increasing income.

The features of the existing rural markets are large and scattered, low standard of living, traditional outlook, diverse socio-economic backwardness and poor infrastructure facilities. The major problems faced in the rural areas of the state are underdeveloped people and under developed markets, ethnic problems facing people, many dialects, dispersed markets, low per capita income, low levels of literacy, prevalence of spurious brands and seasonal demand and a different way of thinking. Dey(1998)

Rural markets face the critical issues of Distribution, Understanding the rural consumer, Communication and Poor infrastructure. The marketer has to strengthen the distribution and pricing strategies. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market.

1.13 Rural consumer market of India

The rural consumer market of India is growing at a healthy pace of 8-10 % per annum and is expected to add US\$ 100 billion in consumption demand by 2017, which can be translated as double of 2010-11 economy size, as per the report by IBEF. As per the report by Associated Chambers of Commerce and Industry of India (ASSOCHAM), the Indian rural retail economy is worth USD 113 billion which can be translated as 40% of the total Indian retail market worth USD 280 billion. Some of the firms which have already established their base in rural areas are Reliance, AV Birla and Godrej, while

firms like DCM, Pantaloon-Godrej JV, Tata, Hindustan Unilever, etc. are all set to expand their retail business in rural market.

1.13.1 Demand for FMCG in Indian rural areas

During the fourth quarter of the FY 2017, the demand for fast moving consumer goods (FMCG) increased steadily as compared to its urban counterparts, as per the research conducted by AC Nielsen. The rural FMCG market accounts for 40% of the overall FMCG market in India in revenue terms. The rural FMCG market is anticipated to expand at a /CAGR of 17-41% to US\$ 100 billion during 2009-25.

Companies like Dabur, HUL, Godrej, etc have started recruiting more and more deserving candidates from rural districts in an attempt to elevate their network and market. Firms like Nestle and Glaxo Smithkline Consumer Healthcare (GSK) are all set to introduce new products for the rural areas in order to promote their brand. This indicates that the FMCG firms no longer treat rural markets as an appendage to their metropolitan strongholds and are targeting the market for positioning their brands and for industrial set-ups.

1.13.2 Indian rural Healthcare Industry

The Indian rural Healthcare market is 44% in 2015, totaling its worth to USD 8.8 bn, according to a survey carried out by McKinsey. Conglomerates like Sanofi - Aventis, has currently introduced a promotional activity to advertise generics in rural provinces called 'Prayas'. This initiative is considered as an attempt to share medicinal information with practicing medicos in rural districts through seminars.

1.13.3 Indian rural Automobiles Industry

The recent development that the Indian rural Automobiles Industry saw was the declaration of the establishment of new sales and service channels in rural India by the President of Mahindra and Mahindra Group (M&M) Rajeev Dubey. These service outlets have a premeditated target of manufacturing 1,00,000 automobiles by FY 2017. India's top automobile manufacturers are expecting robust rural sales in the current fiscal year as a favourable monsoon and faster economic growth are likely to boost farm income. Maruti Suzuki India Ltd, Hero Honda and M&M Ltd. Generate about 35-50% of their sales from rural areas. Rural market demand for two wheelers has improved significantly after two straight years of motor cycle sales grew by over 10% in the year ended 31st march.

1.13.4 Indian rural Services Industry

Surprisingly, more than 60% of the services industry of the nation is based in the rural areas, as per the research conducted by National Sample Survey Organisation (NSSO). In the fiscal year 2007, there were around 85% of the own account enterprises (OAEs) in India which deployed 76% of the manpower in rural districts of India.

1.13.5 FMCG

According to a study by research firm The Nielson Company, the fast moving consumer goods market (FMCG) in rural India is tipped to touch US\$ 100 billion by 2025 on the back of "unrelenting" demand driven by rising income levels. According to the study,

rural India now accounts for more than half of sales in some of the largest FMCG categories.

The study found that:

- Rural purchasing power has grown faster than urban in the last six quarters
- Faster growth in rural is not limited to penetration; today the rural consumer's frequency of consumption is growing faster as well, demonstrating their entrenchment in these categories
- Instant noodle sales are growing nearly twice as fast in rural India compared to urban in both penetration and frequency
- Seemingly 'urbane' brands in categories like deodorant and fabric softener are growing much faster in rural India than urban

Several FMCG firms, including ITC and DCM, have been registering faster and higher growth in the sales of their goods in the rural markets as compared to the urban markets.

Some of the FMCG companies such as Godrej Consumer Products, Dabur, Marico and Hindustan Unilever (HUL) have increased their hiring in rural India and small towns in order to establish a local connect and increase visibility.

Swiss FMCG giant, Nestle plans to make further inroads into the rural markets. The company has asked its sales team to deliver "6,000 new sales points every month in rural areas" to expand its presence in Indian villages, according to Antonio Helio Waszyk, Chairman and Managing Director, Nestle India.

At present, rural consumers spend about US\$ 9 billion per annum on FMCG items and product categories such as instant noodles, deodorant and fabric, with the pace of consumption growing much faster than urban areas, as per the findings.

1.13.6 Consumer Durables

India's rural consumer durable market will witness an annual growth of 40 per cent in the next fiscal year as against the current growth rate of 30 per cent owing to the change in lifestyle and higher disposable income of rural India which has fascinated the consumer durable market according to a study "Rise of Consumer Durables in Rural India" by an industry body. The consumer durables market in India is estimated to have reached Rs.1 trillion in 2017.

1.13.7 Retail

The rural retail market is currently estimated at US\$ 112 billion, or around 40 per cent of the US\$ 280 billion Indian retail market, according to a study paper, 'The Rise of Rural India', by an industry body.

Hindustan Unilever (HUL) is planning to significantly increase its rural reach. According to Harish Manwani, Chairman, HUL, the quality and quantity of rural coverage will go up to the extent that "what we have done in the last 25 years we want to do it in the next two years." Currently HUL products reach approximately 250,000 rural retail outlets and the company intends to scale it up to nearly 750,000 outlets in two years time.

Direct selling firm Tupperware India, known for its storage containers plans to foray into the rural markets in the next two-three years. "We have solid plans for the rural market.

We are working on bringing products for rural people as well," said Asha Gupta, Managing Director, Tupperware India.

Castrol India is pushing its rural sales by building up a distribution infrastructure to reach out to all villages. According to Ravi Kirpalani, Chief Operating Officer, Castrol India, "Our distribution now reaches 5,000-7,000 towns and villages, but we are planning to take our products to six lakh villages with a population of less of 5,000."

1.13.8 Automobiles

Car sales in rural India have been on the increase in the last three years since the government announced various schemes such as farm loan waiver etc, for the rural population.

Maruti Suzuki sold about 30% of its total volume in rural markets as compared to 26% last year. Mahindra & Mahindra (M&M) is now selling more Scorpios in rural and semi-urban markets. Scorpio sales have increased from 35 per cent to 50 per cent in the last two years.

Toyota Kirloskar Motor (TKM), in which Japan's Toyota Motor Corp holds an 89 per cent controlling stake, is planning to sell 40 per cent of its cars in rural markets in India. According to Hiroshi Nakagawa, Managing Director, TKM, "We are aggressively expanding our dealership footprint in India and quite a significant portion of this will be in country's heartland.

Yamaha plans to double the number of its sales outlets in India in the next five years to tap the growing demand in villages as economic growth boosts incomes. India Yamaha Motor Pvt. may increase showrooms to 2,000, mostly in small towns and rural hubs,

according to Koji Arai, director and chief sales officer. The company is refurbishing some of the existing outlets in small towns and rural hubs and adding new ones called Yamaha Bike Corners, organizing free motorcycle service camps and test rides.

TATA Motors is also making efforts to sell its pick up truck Ace in rural markets. It has already opened 600 small outlets for the Ace in rural and semi-urban markets. It has also tied up with 117 public sectors, Gramin (rural) and co-operative banks to help small entrepreneurs buy the vehicle.

1.13.9 Internet

The number of internet users in rural India is estimated to have risen 186 million in 2017. The no. of internet users is expected to reach 500 million by June 2018, according to a joint study conducted by the Internet & Mobile Association of India (IAMAI) and market research firm IMRB.

1.14 Rural Communication

Rural communication calls for understanding the key challenges at hand- rural heterogeneity and spread, low literacy and varying comprehension abilities of rural folks, and differences in media reach and the habits of people. Communicating the message to rural consumers has posed enormous challenges to rural marketers because of the large numbers of consumers scattered across the country. This problem is further compounded by the heterogeneous nature of consumers, in terms of their languages.kashyap (2012)

Around two-fifths of the rural population is illiterate and literacy levels vary hugely among different states. To communicate effectively with the less educated, it becomes necessary that the focus be on creating a simple communication message. The limited

reach of mass media in rural areas and its regional and state variations also pose limitations on a universal approach to communication for rural consumers.

1.15 Characteristics of the challenges in rural communication

In the light of these challenges, a rural marketer should identify the most suitable medium to ensure the maximum spatial reach across the country; develop region specific consumer profiles to understand the characteristics of the target market; and design the most effective and persuasive communication and promotional strategies to induce the target audiences buy his product or service. The characteristics of the challenges in rural communication are as follows-

1.15.1 Cultural and linguistic heterogeneity

The communication pattern in any society is a part of its culture. No communication medium can exist in a cultural vacuum. Communicating the message to rural consumers has posed enormous challenges to the rural marketer because of the large numbers of consumers scattered across the country. Due to the widespread geographical dispersion (650000 villages in India), many of them are still beyond the reach of conventional media. Even the use of unconventional media makes it almost unviable for the marketer to touch base with the widely scattered rural audience.

This problem is further compounded by the heterogeneous nature of the consumers in terms of their languages. There are 22 scheduled languages and 114 local vernaculars in India, which are further dialect specific. For example, the dialect used in the western region of Uttar Pradesh is different from that used in central and eastern region of the

state. Awadhi and Bhojpuri are the main languages spoken in central and eastern part of the state.

1.15.2 Low Literacy and Varying Comprehension Abilities

There are vast variations in the levels of literacy among rural citizens. Around two-fifths of the rural population is illiterate and only one fifth holds a matriculate and higher degree. Also, literacy levels vary hugely among different states. For instance, the literacy level in Kerala is 95 %, whereas in Bihar it is only 52%. These variations pose a challenge to easy and clear comprehension of the message by all sets of rural audience. To communicate effectively with the less educated, it becomes necessary to focus on creating a simple communication message using self explanatory visuals comprising storyboards, role plays and flip charts, rather than text.

1.15.3 Different media reach and habits

The limited reach of mass media in rural areas and its regional and state variations pose limitations on a universal approach to communication for rural consumers. As per the BARC'S broadcast survey 2016, television has the maximum reach in rural India with 59%, cable and satellite with 32.6%, radio with 15.9%, press with 22%, cinema with 2% and internet with .8%.

1.16 Rural Communication Media

Rural media can be classified broadly into conventional mass media and unconventional rural centric media. A medium is called mass medium when it reaches millions of people

Conventional media consists of radio, television, print, cinema, outdoor media, hoarding and personalized media, point of purchase and direct mailers etc. on the other hand the non electronic medium which work as a vehicle for transmitting tradition from one generation to another is called unconventional or traditional media. Traditional tools of communication are developed from beliefs, customs and rituals practiced by the people. They are old and deeply rooted. unconventional media includes rural centric media like video vans video raths, haats, melas and mandies, wall paintings as the platforms for communication as well as the folk media

The idea of unconventional marketing appeared in the 1980s when marketing was undergoing what has been called its midlife crisis (Brown 1995). To get out of this crisis of the efficiency, marketing actors had to find new methods that broke with those dominating the text books at that time.

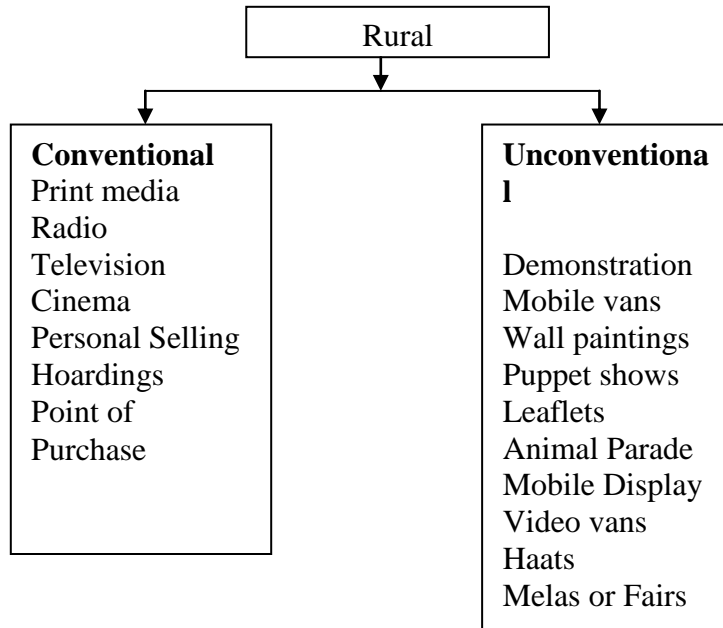
Irrespective of literacy levels topography, geographical location or area of residence, radio reaches people easily. The rise in the number of FM Radio stations has truly matured radio as a medium of rural communication. Television is the fastest growing, most powerful and most popular mass medium in rural India. Rural India has also witnessed a rapid growth in DTH connections in recent years. Press includes news papers, magazines and other publications; however, news papers form an important part of print media in rural areas. The print medium continues to face problems of both reach and access, coupled with the low literacy levels in rural areas. Cinema is another form of mass media that provides an opportunity to disseminate product information by way of short advertisement, films and cinema slides.

Other unconventional outdoor media includes wall paintings, a wide spread form of advertising in rural areas. Wall paintings are important as they remind rural people constantly of the brand name and logos, in addition to highlighting the key brand promise. POP displays and demonstrations form a part of personalized media and consumer sales promotion, and take place at the point of purchase or sale. They include danglers, display signs and boards, tin plates, display racks and dispensers.

India's multi lingual and multi cultural identity limits the role of mass media activities, particularly in rural areas. This gap is filled to a great extent through unconventional, rural centric media like video vans, haat / mela / mandi campaigns, folk media, puppet shows, folk theatre, contests, trolleys, wall painting, leaflets, animal parade and mobile display.

1.16.1 Types of Rural Communication

There are a variety of ways through which marketers communicate with their target segments. Many of these means have been successfully applied in urban markets, and with some modification, are now being used in the rural settings. But there are some communication media that are exclusive to the rural sector. The following depiction presents the classification of rural communication media as conventional and unconventional types.



1.16.2 Conventional Media

Conventional media refers to the traditionally used means for communication. They are explained below.

Radio: Radio can reach a large number of poor people because it is affordable and uses little electricity which is low supply in many countries and barely affordable for many poor. Community radio gives a voice to the community they serve with programmes in local languages, respecting local culture, traditions and interests. It is still one of the most popular means for rural communication and entertainment. Its appeal lies in portability, easy handling, usage and widespread reach. Because it may work on batteries, it can be carried and operated any where even in the remote areas. Traditional channels like AIR and Vivid Bharti and modern FM channels are very popular broadcasting songs, career counseling, employment news, agricultural and entertainment programmes.

Television: It has gained high popularity among the rural population due to two main reasons; TV prices have gone down drastically and Direct to Home (D2H) services have ensured that even the remotest of areas can access over 500 cable channels. Thus, it offers tremendous scope for marketers to communicate with the people. Villagers are very fond of watching television, both for entertainment and information purposes. Krishi Darshan, which is telecast on DD1, is a popular agriculture oriented discussion programme.

Cinema: It is an important communication media in many parts of country, due to its universal appeal that across the barriers of geography and language. Film theatres attract large audience provide an opportunity to disseminate product information by way of advertisement films and cinema slides. Rural population is very fond of watching movies. Marketers use this habit of villagers to their advantage. Before the show and during breaks, short movies, slide shows and animations are shown. Through such means, companies pass on important information about products like seeds, fertilizers, pesticides, tractors etc. LIC and other private insurance shows short films and cinema slides. Films are the most powerful marketing media.

Personal selling: In case of consumer durables, agricultural equipments, electrical appliances and automobiles, the role of sales people and opinion leaders become crucial. Reason is two fold; first, large investment is at stake, and second, people do not have necessary knowledge and expertise required to make such purchase decisions. These opinion leaders and sales people persuade and motivate rural prospects to induce them into buying behavior.

Hoardings: For illiterate masses, words mean nothing. But pictures convey the message faster and better. Therefore, for outdoor communications, hoarding is another effective medium. Advertisements are painted on huge boards, and hung, either on walls, or on especially erected iron stands. These are strategically positioned at busy places, so that maximum number of people can notice them. More than text messages, it is the colorful pictures that draw people's attention.

Point of Purchase: It refers to all those methods that organizations use to communicate with the people at the point purchase. Painting the wall of the shop, sticking pictures, painting company logo on the floor, putting up banners, live demonstration, etc. are some of the most commonly used POP tools.

Print media: print media refers to paper publications circulated in the form of physical editions of books, magazines, journals. The print media act source of communication in rural mass in form of newspapers, magazines and other written publications. Newspaper contains different varieties of page of interest like national, sports, health, entertainment, education etc.

Unconventional Media

Besides the traditional media discussed above, there are some other unconventional media sources specific to rural markets explained below.

Demonstrations: Through demonstrations, marketers show the unique features, functioning, etc. associated with the product. It is a common sight during haats, melas, mandies, exhibitions and other gatherings.

Mobiles Vans: In order to promote the product before as large a gathering as possible, marketers send mobile vans to villages either on select days of the week, or on a daily

basis. Traditionally, the same is practiced with the help of cycle-rickshaw or bullock cart, with some one sitting on it with a loudspeaker and shouting out the message. Vans with unique colorful displays and equipped with audio speakers, DVDs, etc. are sent to the villages.

Wall Paintings: Sending across a message through wall paintings is quite economical. It is only the cost of paint and labor that the painter incurs. While painting walls, strategic locations that offer good footfall and better visibility, is chosen. Though, it is mostly text messages that are painted, good artists can draw attractive pictures too. Seeds, fertilizers, soaps, clinics, computer education, beauty parlors etc. are some of the products / services that are widely advertised on walls.

Puppet Shows: A traditional means of entertainment for the rural people, puppet shows have also found favor with the present day marketer. A number of government and non government organizations make extensive use of puppetry to educate people on issues like child labor, child marriage, HIV / AIDS, literacy etc.

Leaflets: This is a cheap and effective means of disseminating product information in detail. However, it has limited applicability in those rural areas where literacy levels are low.

Animal parade: The attraction the animal have, particularly among children and young people need not be overemphasized. To cash on this, companies resort to parading of animals with the banners highlighting the product messages.

Mobile display: Dabur used this novel way of communication. It selected a cluster of 300 villages in Banda district and sent in three bowling alleys. The bowling pens represented the various germs that chyawanprash protects against.

Video: A video van is fitted with audio visual equipment and a large screen for film shows. It also provides pace for putting up banners and posters. It is a successful communication tool for delivering customized messages through audio and video media in any language, to a specific audience in even the interiors of the country. Companies including Tata Tea, HUL, LG, Marico, Colgate, TVS and virtually all agri input companies have used this communication tool to successfully deliver their customized messages through audio and video media, in any language , to a specific audience.

Haats: Haats are weekly markets held across the country; also provide marketers with a great opportunity to communicate their message to large audience who gather at single point week after week. There are around 43000 haats in India, which are held every week across different parts of the country. In Uttar Pradesh, villagers prefer to buy from haats because these markets offer better variety and lower prices. Almost every villager is a regular haat visitor, with over three fourths visiting one every week.

Melas or fairs: Melas are also an important feature of Indian rural life, and are held periodically to commemorate important events or to honor a deity. In addition to the religious, social and cultural significance of melas, they also have a strong commercial aspect.

Folk media: Folk media consist of folk songs, folk dances and other theatrical forms including puppetry, street theatre and magic shows, which are an intrinsic part the culture and heritage of the land. They are capable of communicating messages about

contemporary issues as per the needs and demands of a changing society. The essential characteristics of folk media are that they are interactive, repetitive and narrative.

Folk Theatre: The theatre tradition in India is thousands of years old. It varies from a simple gathering under a tree to an organized event at chosen premises. Such activities are mostly used by government and non governmental organizations to highlight important social issues. Marketers also use local theatrical forms to promote their products in an interesting manner. The Escorts Tractor's folk media campaign at Nauchandi Mela, Meerut was designed to increase awareness about its farm track 35 champion model. The theme the Nautanki revolved around the benefits of buying an escorts tractor. Hindustan Latex's Swasthya Gram Pariyojna at Gwalior involved the social marketing of contraceptives.

Magic Shows: A case in point is the marketing campaign of Britannia Tiger biscuits. Britannia launched a campaign aimed at increasing the visibility of its tiger brand of biscuits, as well as the coconut tiger and chai biscuit variants.

Contests: This activity is equally popular in rural and urban areas. Competitive activities are organized in a number of ways to promote product usage. For, instance, Swad toffee had introduced a contest, wherein buyers received small chits with an English Letter written on each. Anyone who collected all 26 letters was rewarded.

Trolleys: Marketers have resorted to this unique way of promoting their products, wherein they paint the names of their brands on the small space available at the rear and sides of tractor trolleys, and sometimes trucks also. Mostly agricultural products like fertilizers, seeds, farm equipments, etc. are advertised through this means.

Case study-1

The shriram group, a pioneer in the area of chit funds, has been involved in the truck finance business for over three decades. Aided by its excellent infrastructure, innovative products and effective promotional strategies, the company has been able to take on big players like Sundaram finance and Ashok Leyland. In order to enter the southern markets with its loan products, the company hired Anugrah medison, which first conducted a quantitative study among the potential target audience- small fleet owners and drivers- to design a targeted campaign.

In the first phase, the communication strategy targeted small fleet owners by appealing to their business sense and played on the theme of “shriram, your friend”. Pop up invitations to the shriram prosperity show were delivered personally to the fleet owners; these contained lucky dip numbers to encourage participation. During the show, a threefold communication package was unveiled. This consisted of a motivational video film to establish the image of shriram as a best friend, a special tele film highlighting the product features; and a testimonial film based on the real life experiences of truck drivers. Gift kits, prizes and bumper prizes, promotional brochures, and refreshment were also given out; this was accompanied by participation in interactive games like “how much money is in the briefcase”. A popular anchor hosted the show, which the participants greatly enjoyed. The show produced excellent results.

In the second phase, the communication strategy targeted the drivers through an emotional appeal to their dream of becoming vehicle owners. A specially decorated video on wheels carrying promotional material visited various sites along a predetermined route. At each location, the drivers were identified and given invitations for a road show, thus making them feel important. At the road show, the audience participated in a lucky-

dip draw and had to identify the film star hidden behind the company logo; the winners were then requested to voice the campaign message. A telefilm featuring popular film star was scanned, and a quiz conducted to assess and reinforce the message comprehension. Bumper prizes, gift kits and promotional brochures were handed out; participant response was highly encouraging.

Target-oriented communication strategies via unconventional and through the line media, as opposed to mass media marketing, seem to work well in campaigns aimed at reaching out to semi urban and rural consumers.

The campaign was rolled out in six states. The success of this twofold strategy was reflected in 20 fold growth in loan disbursements, thereby establishing the shriram group as the undisputed leader in truck financing.

Case study-2

Bihar contributes 15% of the national market share in the mosquito repellent coil segment. As Bihar is a priority market for Mortein, the company decided to participate in the local Sonpur Mela. Sonpur Mela is held for 25 days and attracts approximately a million people.

Mortein had to devise a communication plan distinct from the run-of-the-mill Mela campaigns, which would act as a stand-out-exercise for it. Also, the plan was to enable the designed activity to gradually grow into an eagerly anticipated annual affair. The objective was to create a high visual impact and buzz around the brand, generate curiosity, and involve the maximum number of visitors to the Mela. The challenge was to think out of the box and design the campaign that would be in sync with the spirit of the Sonpur Mela, thus, emerged the innovative concept of Lui Dahan, designed on the lines of the

popular cultural event of burning the effigy of Ravan. The two characters- Lui the mosquito and mortein coil were made to arrive and emerged at the mela through a skit. Gigantic, inflatable figures of Lui and Mortein helped to communicate the power of mosquito coils to keep diseases like malaria and dengue at bay. The underlying mythological context proved to be one of the most relevant associations that still click with the rural audience.

An 80-ft high, Ravan shaped dummy of Lui was displayed at a main entry road leading to mela; the size of the dummy ensured visibility across the entire mela area. A skit using the inflatables of Lui and Mortein coil was held every day to communicate the brand message and the story. Fliers were distributed announcing the date of “Lui Dahan”. A lot of hype was created across the mela area and nearby villages on the Dahan day, which led to over 50000 people participating in the evening event.

The tools Banners and arches were displayed at important points across the mela and nearby villages in order to generate curiosity and publicize the event details. A stall was setup at a strategic location for interacting with the target audience .Skit shows were held six times a day to communicate the hazards of the mosquito and the brand propositions. A local popular celebrity was invited on the Dahan day to ensure media coverage. The results of this campaign were enormous. Around 250000 people visited the site during the 25 days of the mela. The event day turnout was over50000.

CHAPTER 2

REVIEW OF RELATED LITERATURE

Outline: The chapter includes review of literature, and review of rural environment and demographic study of the four districts under consideration.

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Generally, a researcher conducts and surveys the related literature in order to review the present status of a particular research topic. From the survey of literature, a researcher is able to know the quantum of work already done on his research topic so far and also helps to know the areas which are not touched, or yet to be undertaken. The overview of literature at the national or an international level is to be researched with the help of research reports, articles, books and other materials. The major benefits of literature reviews are: firstly, helps the researcher in avoiding duplication of efforts on the same research topic. Secondly, helps the researcher in adopting methodologies used successfully by other researchers, writers and policy makers. Thirdly, suggests new approaches in planning, organizing the investigation of research topic. Fourthly, helps to narrow down the research problem more clearly and lastly, assists investigators to develop firm understandings of theoretical implications of proposed inquiries.

2.1 Review of Literature

This study contributes to literature by focusing on the Rural Marketing Communication Strategies implemented by different companies or brands to capture the untapped potential market of India, which is full of opportunities. The aim of literature reviews is to justify, rationale of an ensuring research study, provides an overview of historical perspectives and to bring to the light the research trends and problems.

It was studied that the Indian market is quite attractive and challenging, although the marketers are taking effective steps to capture this market. Still there is a large scope. It has tremendous opportunities. As far as premium F.M.C.G. brands are concerned, only a few consumers are there form this market. The companies should decide their target market for premium brands and approach them. Youth can be a great help in this direction. The marketers have to come up with innovative proposals through which the target market (for premium brands) should be convinced. Siras M. (2012) rural marketing should not give the impression that rural markets have not been exploited at all. Its purpose is only to highlight the growing importance of rural markets in the fast changing economic situation. Already, substantial penetration has been made by the producers of most consumer goods. Though the cost of distribution and promotion is bound to be high and producers even may sustain losses in the initial stages, this should not discourage them from entering the market the potentialities of the rural market are great definitely. With the changing economic conditions in the country, and with better purchasing power, among the rural population, the newly emerging rural markets are bound to yield rich. (Srinvasrao G.,2002) Indian Rural Market with its vast size and demand potential offers great opportunities to the marketers. The Rural Market provides

vast potential as many new products have already made their entry into the rural consumer basket. In spite of its large size and high potential, many marketing firms are not able to avail the opportunities in rural market because of problems in selling the goods in rural areas. (Wath M. and Agarwal P. 2011) the rural market is where the markets of the future are likely to be. Urban markets are becoming increasingly competitive for many products. In some cases they are even saturated. On the other hand, rural markets offer growth opportunities. Rural market is the market of the new millennium. Marketers will have to understand the rural customers before they can make inroads into the rural markets. The size of the rural market is fast expanding. The rural market is fascinating and challenging at the same time. It offers large scope on account of its sheer size. It is often said that markets are made, not found, this is especially true of the rural market of India. It is a market for the truly creative marketers. (Jain A. and Rathod R.2005) Indian rural market with enormous size and demand base, offers great opportunities to marketers. With nearly three fourth of the country's consumers accounting for one half of the national income, India's rural market is indeed a large one. Talking in numerical terms it consists of more than 741 million consumers, and more than 12 crore households, forming over 70 % of the total households in the country. As the rural market becomes more attractive competition will intensify and success will depend on reaching a large no of customers in vast geographical area cheaply and profitably

Rajendrakumar and Dr. Kaptan S.(2004) the importance of rural market and opportunities are widely used in this topic. In this article strategies adopted by Onida and

HLL for rural marketing are discussed with problems faced in rural marketing. Big companies, which were unwilling to enter the rural markets and 113 completely ignored this sector a few years ago, have started making a bee line for the villages now, each offering its brands of different consumer product.

(Rana J.2012) Indian market is quite attractive and challenging, although the marketers are taking effective steps to capture this market. Still there is a large scope. It has tremendous opportunities. As far as premium F.M.C.G. brands are concerned, only a few consumers are there form this market. The companies should decide their target market for premium brands and approach them. Youth can be a great help in this direction. The marketers have to come up with innovative proposals through which the target market (for premium brands) should be convinced(.Venukumar G 2012), F.M.C.G. companies will have to really gain inroads in the rural markets in order to achieve double digit growth targets in future. There is huge potential and definitely there is lot of money in rural India. The companies entering rural market must do so, for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market. Ultimately the winner would be the one with the required resources like time and money and also with the much needed innovative ideas to tap the rural market. (Rahman M., et al 2012) India the market share of hair care segment contributes a considerable amount i.e. 9% of F.M.C.G. sector which is continuously increasing from 6230.8 crores of rupees to 8417.79 crores of rupees in the commercial years of 2008-09 to 2010-11. The shampoo market is dominated by Hindustan Unilever Ltd. with a market share of 46% followed by Procter and Gamble with 24%. The top shampoo brands Sunsilk, Clinic Plus, Pantene and

Head & Shoulders which are placed in the 'Stars' cell of BCG matrix of shampoo brands of India. (Dr. Singh. P., et al 2012) the issue of rural product generation through industrialization, therefore, needs to be viewed from a new angle and on far more scientific lines. The core of a scientific approach is to understand the market opportunities for rural products along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play. While rural products are forced to increasingly become part of global supply chains, these products need to adapt themselves, not only according to the changing tastes of the national market, but also according to changes in tastes in the international market. Therefore, a process is essential to explore the market linkages and capacity building for SHGs through a bottom up approach and continuous dialogue with stakeholders of rural enterprise. This process should ensure the participation of rural people as consumers and producers in the globalization mechanism, with better livelihoods and global access to markets. The real challenge of building a sustainable market linkage starts here. (Dr. Dixit. K., 2012) the fact remains that the rural market in India has great potential, which is just waiting to be tapped. Progress has been made in this area by some, but there seems to be a long way for MNC marketers to go in order to derive and reap maximum benefits.

Moreover, India is expected to emerge as the fifth largest consumer economy of the world by 2020. Things are sure changing for the better.(Dr. Singh S.,2012) H.U.L. has shown the way to other companies producing fast moving consumer goods (F.M.C.G.) on how to penetrate the rural market. Intensifying its reach in the rural markets, H.U.L. has decided to make its brands more 'experiential' in nature instead of merely making them

available in these media dark markets. They have carried out one of the largest sampling exercises for this purpose to overcome barriers like lack of brand awareness, ignorance of product benefits and complete absence of any firsthand experience of usage. (Gupta T., 2012) Rural markets, as part of any economy, have untapped potential. There are several difficulties confronting the efforts to fully explore rural markets. The concept of rural markets in India, as also in several other countries, like China, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumers. Rural market is where the markets of the future are likely to be as because rural markets are showing immense growth opportunities. The companies entering in rural market must do so for strategic reasons and not for tactical gains as rural customer is still a closed book and it is only through unwavering commitment that companies can make a dent in the market. Ultimately the winner will be the one with the required resources like time and money and also with much needed innovative ideas to tap the wide and diverse rural market. (Srivastava, 2010) the relevance of rural markets that forty six percent of soft drinks are sold in rural markets; forty nine percent of motorcycles and fifty nine percent of cigarettes are also consumed by rural and small town consumers. Apart from this, fifty three percent of Fast Moving Consumer Goods and fifty nine percent of consumer durables have market in the rural belts. There are nearly 42,000 rural haats (markets) in India. LIC sells more than 50 percent of its policies in rural India. Of the 20 millions who have signed up for rediffmail, 60 percent are from small towns. (Badugu D. and Chauhan S. 2011) looking at the challenges and the opportunities which rural markets offer to the marketers it can be said that the future is very promising for those who can understand

the dynamics of rural markets and exploit them to their best advantage. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India. (Ahmed M.,2011) rural market is very important commercially to the corporate world. With the contribution of major share in earnings and expenditure of Indian rupee, hinterland is playing crucial role in development of the country. For many years rural consumer was neglected segment by major companies to sell the product and concentrate the business, with many drastic changes in culture, behavior of the rural consumers, raising in incomes due to the support of governmental schemes, awareness that has come by the media and floating population from rural to urban areas. Needs and wants, thinking of rural consumers have changed which attracted the attention of the company to rural areas. Another major reason for companies coming to rural areas is saturation of urban market, stiff competition and market crowded with products. (Sisodia R. 2011) F.M.C.G. companies will have to really gain inroads in the rural markets in order to achieve double digit growth targets in future. There is huge potential and definitely there is lot of money in rural India but the smart thing would be to weigh in the roadblocks as carefully as possible. The companies entering rural market must do so for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market. (Talwar. P., et al 2011) F.M.C.G. companies mainly focus on specific customized promotional strategies which include using local language and talent for a particular place. Various F.M.C.G. players provide different training programs in order to expand rural penetration. (Sharma P.,2011) rural markets,

as part of any economy, have untapped potential. There are several difficulties confronting the effort to fully explore rural markets. The concept of rural markets in India, as also in several other countries, like China, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumer. (Pirakatheeswari P.2011), rural marketing is an evolving concept, and as a part of any economy, has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach, promise a bright future for those intending to go rural. Rural consumers are keen on branded goods nowadays, so the market size for products and services seems to have burgeoned. The rural population has shown a trend of wanting to move into a state of gradual urbanization in terms of exposure, habits, lifestyles and lastly, consumption patterns of goods and services. There are dangers on concentrating more on the rural customers. Reducing the product features in order to lower prices is a dangerous game to play. (Dr.Sukhmani D., 2011) changes in lifestyle, rising incomes and a focus on value are pushing up growth for different product categories in the rural areas. Indications of larger disposable income and a perceptible shift in consumption priority in the rural sector also appear to be favoring the F.M.C.G. organizations. But, in order to be successful, organizations need to develop business models and marketing mix strategies that are developed in accordance with this changed scenario in the rural markets of India. It is the responsibility of the companies to supply a right product to the right customer at right time at the right place at the right price.

(Kulkarni and Dr. Hundal B.,2011) rural market in India is quite fascinating and challenging in spite of all the difficulties existing. The potential is enormous. Even though, these markets have weaknesses, they also have tremendous opportunities which should be availed by the marketers. It is well known that "Markets are created and not born". The market so created should be tapped effectively. The rural consumers are different than the urban one. It is important for the rural marketers to understand the rural markets and consumers to be successful in the rural markets. There are companies like H.U.L., ITC and LG which are successful in the rural markets. The rural tiger is awaking the companies need to work on the controllable factors to face the challenge successfully. (Chattopadhyay S. and Sarkar A.2011) present generation is a witness to the fact that the rural markets are gradually yet steadily evolving and are on their way to become the hotbeds for future marketing activities. Also, a fact established beyond doubt is that these rural markets being different from their urban counterparts on several counts, call for a distinctively different entry mode, operations strategy and marketing strategy for an ensured success in these markets. This naturally presents a wide scope of innovation in processes, delivery and value proposition. The key to success lies in bringing in the required distinctiveness through innovations which are continuous, cost-effective yet efficacious.

(Douglas C.S.,2011) marketing can play an important role in fostering economic growth and development process was presciently recognized by Drucker (1958) over 50 years ago. He pointed out that marketing is at the same time the least developed economic activity, but also the one with the greatest multiplier effect on economic

development. The mechanism for growth through marketing relates to the mobilization of latent economic energy and fostering the development of entrepreneurs and managers. By empowering rural consumers, marketers establish the foundation necessary for success. In essence, rural consumers in emerging market economies offer tremendous potential, but realizing this requires significant investment, substantial creativity in formulating strategy and overcoming obstacles and above all, patience and adoption of a long-term perspective. (Ramanathan V.,2007) in the last two decades, the developed and developing nations have seen their economies change from being a manufacturing-led to a service-led, in terms of wealth creation, employment and investment. From the day, when our country opened the doors of our economy to the process of liberalization, privatization, and globalization, the manufacturers as well as the distributors of both domestic and global markets have started to herald their products in our rural destination. The increase in the number of south Indians working in rural environment, the exposure of products through the media, frequent trips abroad made by the rural educated youth, and the level of increasing literacy in south Indian rural public, have all created a brand consciousness among south Indian rural customers. They equate brand with quality, prestige, and status. At present, the penetration of Fast Moving Consumer Goods (F.M.C.G.s) in rural markets has delineated the new marketing strategies to promote their branded items available in all rural outlets. So, they have started to adopt channel enhancement strategies in south Indian rural markets, where availability determines the volumes and market share.

(Dr. Srivastava R.,2005) found in his study that authors discussed that Procter and Gamble is set to launch its global oral care brand Crest in India soon. While Colgate - the market leader and with a focus on oral care alone - is certainly likely to face threat of market share erosion by the entry of a new player. Proposed entry of the Giant like P&G has made this segment very volatile and forced the players to evaluate their options once again; Keeping in mind the future Ups and Downs in the Category we have done a analysis to evaluate present Brand equity of the major brands in this Category. (Sakkthivel A. & Dr. Mishra B.2005) many rural youth usually go out of their places for higher education, which proves to be a leverage to face new life styles in semi-urban and metros. Not only F.M.C.G. 's but many consumer durable companies found rural markets very potential and made inroads into this lucrative market. This vividly shows the potential of rural markets that were long neglected which now came into limelight with a force to reckon with. Hence, rural marketing finds a prominent place in every company's marketing map and everyone wants to have a competitive edge in this arena. This paper was mainly developed on the basis of the primary survey conducted among the rural consumers in certain parts of Karnataka to analyze the role of F.M.C.G. products (in sachets) in boosting rural consumer's consumption pattern and the modification of their buying behavior.

(Vaswani L. et al 2005) made an attempt to bring to focus the role of rural marketing in bridging the widening difference between rural and urban economies in India. The suggested re conceptualization of rural marketing highlights the need for a dual perspective producers empowerment and strategic marketing and broad basing its domain

to cover variety of market relationships which are part of growing rural-urban linkages. This difficult and complex task can be achieved by helping rural producers to effectively compete in the marketplace based on competitive/comparative advantage through consolidation of agriculture and rural enterprises. More specifically, agriculture and rural enterprises need to be linked to rural and/or urban markets through minimizing market resistance to rural products and maximizing market orientation of rural enterprises. (Nagaraja D.,2004) in recent days, consumer India is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology/social discourse across the income board, especially in rural India. Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this " rural predilection" is being considered as one of the significant topics of market analysis. (Lokhande D.M.,2004) everyone needs a variety of goods and services from the birth. Marketing is a process through which both the buyer and seller give something (e.g. goods, services, money etc.) to each other for maximum possible satisfaction. Nowadays, Rural Marketing is gaining importance. Author put details the potential of rural markets. Rural consumption share in popular soaps is 48%, tooth pastes 24%, talcum powder-17%, cold medicines-42%, Batteries - 52% etc. The Market for Packaged food items of Rs. 20,000 crores is growing at 2.5% per year. It is interesting to understand the various aspects of the rural markets and consumption patterns.(Naidu D.K.,2004) with the extent of awareness in the rural markets of India since 1980's, it presents the "Gold" available in this steadily growing market and is now bigger than the urban market for both F.M.C.G.'s and durables. The

survey with the help of questionnaire is intended to seek information about the buying experiences of rural consumers. Ten villages from Ranga Reddy Dist. in Andhra Pradesh has been chosen for the study which includes Agriculturists, Businessmen, Professionals, Homemaker's. Altogether, a sample of 125 consumers has been selected for the study.

Dey. S., et al (2012) study that some of the retailers tried to understand and fulfill the requirement of the rural customers but as such no model is fool proof and hence not living up to the expectations of the customers. This study is an attempt to understand the needs of the rural India and available options to fulfill the needs. This has been observed that respondents are widely dispersed on the basis of product categories and the available retail market options. Most of them are buying personal care, fruits and grocery item from village and weekly haats. However, products like are clothing, footwear and durables are mostly purchased from tehsil and district centers. On further exploration, this has been found that most of the respondents agreed that the products of their choice are not available in the existing retail options. Alternatively they have to go for available substitutes. This has been observed that factors affecting customers purchase decision varies with demographic factors. Customers are satisfied with prices and accessibility of the market. But, comparatively they are not satisfied with Quality and Variety of brands.

Khatsuriya. K., (2012) concluded that as existing markets reach saturation levels, marketers start moving into the interiors. He finds that there is a vast untapped customer base out there. As urban India grows, it needs more help from rural areas; when the new immigrants travel back home, they carry with them stories of urban lifestyles. Awareness

is thus created in the potential markets. There are vast opportunities for the companies in sector to grow. If government helps in developing the infrastructure then India has a real chance of going towards supremacy in the world through its rural segment. The increased level of income and change in life style has led many companies to launch the product which will suit specially to the rural market. Media and technology is being used by these companies heavily and actually they are creating the market for their rural product.

(Sabura F. M., et al 2012) has drawn conclusion from the retailer's point of view that the distribution system of Britannia is not effective in Soundara Pandiyapuram & Solaseri. They get the product from wholesale agencies. Britannia can do their best to the retailers, if they adopt direct distributions. Thus Britannia can increase their market share through sales promotion activities, intensive distribution and attractive schemes to retailers. More concentration should be given to the supply chain of the bakery, pan shop and medical shop and marketing mix of the grocery shops, as the retailers felt less satisfied with the above area. It is evident that most of the retailer's attitude is committed toward Britannia than Sun Feast in the study area. In order to increase the market share, company should put forward certain measures in the initial stage to retain and develop the market share. As per Indian researchers view, the attitude of consumers is "ready to bare high speed capital and never have the attitude of spending high working capital".

(Priyadarsini J., 2012) women in the rural areas are "The catalyst of change and that is why its whole program keeps women in focus. It's like popcorn in a machine; one burst at first and then everything begins popping; here too, one woman as an agent of change bursts into a movement. Clearly, it's the rural women who give Shakti its strength."

Beyond the business goals (intensifying rural distribution channels and penetrating into rural hinterland) the company is patting at the BoP women to bring change in their life. This is a novel initiative which was proven to be a great success in East Godavari Dt, India.

(Arora J., 2012) studied that there are few of the ways in which the marketing strategy needs to be developed so as to improve the success rate of being successful in Indian rural market. Companies need to re-focus their marketing strategies and start considering the importance of rural market and try to change as per the demand of the rural market. Following are few of the important strategies that can prove to be very useful, by communicating and changing quality perception, by proper communication in Indian language, by target changing perception, by understanding cultural and social values, by providing what customer want, by promoting products with Indian models and actor, by associating themselves with India, by promoting Indian sports team, by talking about a normal Indian, by developing rural-specific products, by giving Indian words for brands, by effective media communication, by adopting localized way of distributing, by associating themselves with Indian celebrities, melas, paintings etc.

(Priyalatha P., 2011), the factors included were related to the personal care brands and rural consumers. The study did not take into consideration about the influence of advertising and other promotional factors. From the study it is evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is

improved and impulse buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns/city to purchase good quality brands of Personal care products(Hagargi A., 2011) found during their study that there is no doubt that the rural India offers tremendous opportunity for any company to tap. However, companies face many challenges in tackling the rural markets. Some of the important factors being an understanding of the rural customers' needs, a reliable distribution channel, and an effective marketing communication strategy to put their message

(Singh R. & Pavleen K.2004) concluded that purchase decision making has researched in a restricted context in India although Indian families are seen to most strongly influence decision patterns and behaviour of buyers (family members). Also, three fourth of county's population recedes in the hinterlands, which are considered to be poles apart from their urban counterpart an account of demographics and 112 psychographics. Therefore, this paper made an attempt of identifying significant differences exist between the two types of families while deciding to purchase durable. (Waheed K.A., et al2012) this study conceptualized customer trust for traders in rural India by reviewing the trust theories from economic sociology and social psychology literature in developing countries and adapting the established marketing concepts from the Western countries. The results from this study provide several unique vistas to the existing trust theories in marketing which confirm, extend and challenge the studies conducted in the developed countries. In rural markets of developing countries, interpersonal relationships are strong,

very frequent and socially significant. Rural people's purchase decisions are markedly influenced by a web of family members and relatives, neighbors, caste members, political affiliations and friends. This phenomenon is captured in this research through significant generalized trust sources such as normative influence and informational influence. The customers evaluate the quality of each purchase based on their experience with the total offer. As such, offer quality was found to be the strongest driver of customer trust for traders. The customers' mental association of the quality of the product with the traders' offer implies that the traders have to be careful in providing good quality products and to create trust in the customers. Also, customers may not particularly blame the manufacturers for a bad quality product, but a bad quality product could reduce customer trust for traders.

(Singh V. and Bajaj A.2012) studied that haats have gained a lot of importance in the rural market of India; this is an innovative marketing strategy that has helped in the development of the rural India. Each stall in the Haats creates a brand image and awareness among the villagers, due to which they purchase the products from Haats and many of the villagers sell their produced items. People who come to purchase items are able to have touch and feel experience of the products. From the above data it is clear that the rural people are inclined towards Haats, as they can purchase all the day to day items from haats and at a very reasonable price. (suresh B.H and S. sathyanarayana.2008) the field of rural marketing has been witnessing a lot of action from both the FMCG and consumer products manufacturers, but there has been little success in the manner in which rural reach is carried out. An important tool to reach out to the rural audience is

through effective communication. with the huge geographical spread of rural markets decentralized promotion would also synergies with sectoral development of pockets of the rural consumer base .also the company need to turn to innovative methods of advertising like non conventional or traditional media fair, haats to reach their potential customer base.

(Dhingra A. and Sharma A.1997) attempted to identify some of the challenges posed in communicating with the rural masses and discussed some of the strategies which help the communicator to meet these challenges. Regarding media, they revealed that use of publicity vans, video parlors will be more effective. Opinion leaders and reference groups play a prominent role in buying decision of rural people.(Paul.E.J.1972) discussed both conventional and unconventional media ,it was found that radio cinema are popular means of communicating messages while newspapers and T.V have limited scope. In unconventional media wall posters shop signs, fairs, festivals and propaganda vans serve useful role in conveying marketing messages. (Swamynarayan S and Enokurthi A.2015) media is an important link between company and customer to communicate the marketing message to the target audience. The study of rural consumers exposed to different media and their preferences helps the marketing companies to formulate appropriate marketing communication strategies. (Munaya.B 2000) observed that traditional and modern information communication technologies could be used concurrently to speedup the circulation of information. In many African countries ,ICTs are used in drama, dance, folklore, group discussion, meetings, exhibitions, demonstration, visits, audio visual media are popular with illiterate rural people.(Ganju

D. et al 2010) study demonstrate that behavior change communication is effective when the media and the message are context based ,tailored to the needs of the audience to take action. Mapping the reach of various media and assessing viewership listenership and readership habits are important to enable appropriate media planning. (Kumari H 2015) the rural markets can be proved truly creative markets by following strategies like by having suitable client and location specific promotion, joint or cooperative promotion using both traditional and modern media.

(Christian H. et al 2005) concluded about the effects of price increases at an individual level. The authors argue that customers' reactions to price increases (i.e., re-purchase intentions) are strongly driven by two factors; the magnitude of the price increase and the perceived fairness of the motive for the price increase. In this context, the authors examine the role of customer satisfaction in influencing the impact of these two variables on repurchase intentions after a price increase. Their findings reveal that as satisfaction increases, the negative impact of the magnitude of a price increase is damaged. Furthermore, the results suggest that satisfaction moderates the impact of perceived motive fairness. The authors also find that the level of satisfaction can manipulate the valence of the perceived motives in response to a price increase. (Fibich G. et al 2005) concluded that authors derive an expression for the price elasticity of demand in the presence of reference price effects that includes a component resulting from the presence of gains and losses in consumer evaluations. The effect of reference price is most noticeable immediately after a price change, before consumers have had time to adjust their reference price. As a result, immediate-term price elasticity is higher than long-term

elasticity, which describes the response of demand long after a price change, when reference price effects are negligible. Furthermore, because of the differential effect of gains and losses, immediate-term price elasticity for price increases and price decreases is not equal. The authors provide a quantitative definition for the terms immediate term and long term, using the average inter purchase time and the discrete "memory" parameter. Practical consequences of the distinction between immediate- and long-term elasticity for the estimation and use of elasticity values are discussed.

Kotni V., (2012) found that there were almost twice as many "lower income households" in rural areas as in urban areas. There were 2.3 million "highest income" households in urban areas as against 1.6 million in rural areas. NCAER projections indicated that the number of "middle income and above" households was expected to grow to 111 million in rural India by 2007, compared to 59 million in urban India. Gone were the days when a rural consumer had to go to a nearby town or city to buy a branded product. The growing power of the rural consumer was forcing big companies to flock to rural markets.

The rural consumer market of India is expected to attain its target of USD 425 billion by 2010-2011, which can be translated as double of 2004-05 economy size, as per the report by CII-techno-park. The rural market is zooming ahead at around 25 per cent annually. "The rural market is growing faster than urban India now," says Venugopal Dhoot, chairman of the Rs 989 –crore Videocon Appliances. "The urban market is a replacement and up gradation market today," adds Samsung's director, marketing,

Ravinder Zutshi. MART, the specialist rural marketing and rural development consultancy has found that 53 per cent of FMCG sales lie in the rural areas, as do 59 per cent of consumer durable sales, said its head Pradeep Kashyap, at the seminar. Of two million BSNL mobile connections, 50 per cent went to small towns and villages, of 20 million Rediffmail subscriptions, 60 per cent came from small towns, so did half the transactions on Rediff's shopping site

Many companies especially FMCG have carried out such studies, but for marketing of goods like traditional consumer items, daily uses items and some of the specialty items in the rural areas of the state and not for marketing of services. There are a few NGOs and Government organizations striving hard for extending services and their awareness relating to family planning, HIV/AIDS, epidemic diseases, importance of primary education and polio to rural areas of U. P.

Companies like Dabur, HUL, Godrej, etc have started recruiting more and more deserving candidates from rural districts in an attempt to elevate their network and market. Firms like Nestle and Glaxo Smithkline Consumer Healthcare (GSK) are all set to introduce new products for the rural areas in order to promote their brand. This indicates that the FMCG firms no longer treat rural markets as an appendage to their metropolitan strongholds and are targeting the market for positioning their brands and for industrial set-ups.

A study was undertaken jointly by MART and Anugrah Madison in south and north India, covering both urban and rural areas, to assess the comprehension, association, credibility and acceptability of television commercials for Babool, Navratan, Samsung, Asian Paints. The following were the primary findings (Mart Knowledge Centre):

Babool: Rural people had a problem comprehending the message as they perceived it to be too quick. In the north, some respondents thought the advertisement was for a tooth brush/shaving cream.

Navratan: Rural people questioned why Govinda was dancing in the advertisement despite the so called headache. Most rural respondents from the south could not recognize Govinda. Similarly, in the north the recognition of Rambha was very low.

Samsung: The advertisement went over the heads of rural respondents and most of them felt that the ad was meant only for the educated and rich people. Urban viewers seemed to have comprehended the message of the advertisement. People in the south loved the mood and the graphics, but urbanites in the north found it boring.

Asian paints: the advertisement scored very well on the believability factor among the urban audience. Rural consumers were skeptical as they thought the paint would last for only a couple of years, which, according to them, was not value for money. Some rural respondents thought it was an advertisement for a housing company

Religion and its associated customs have been used as key profiling factors for the target audience of Life Buoy, one of the leading brands of HUL, for designing its rural communication programme. Realizing that conventional media could not effectively communicate the underlying hygiene issues and create brand awareness among rural consumers, HUL wanted to use a cost effective and powerful medium to promote this programme. It chose religion one of the strongest emotional platforms.

HUL initiated the programme in Gurdwaras, an important place for congregation. Upon entering a Gurdwara, devotees are required to take off their shoes, and wash their hands and feet at designated locations before they can go inside the prayer room. Conducting this activity within Gurdwaras enabled HUL to capture the moment of truth (washing hands before offerings prayer) and subtly work on creating brand awareness among rural consumers. The format was standardized for replication elsewhere during the course of this programme

Doctors as opinion leaders: Glaxo Smithkline promoted a range of its over-the-counter brands through a pilot in the top five haats in western U.P. it employed the services of two doctors-one from the city and one from the local haat village-while organizing health checkup campus at the haats. Company products were prescribed and free samples were also given out to a select few. Despite not being paid for participating in the campaign, the doctors participated with a view to practicing medicine in the long run. The company presented each of them with a token of appreciation for their services as opinion leaders, and enrolled them on the company panel.

Lifebuoy Swastha Chetna: HUL's popular brand, lifebuoy an innovative communication package called the Swastha Chetna for rural India to facilitate behavioral change in favor of soap usage among school going children. They targeted children in the age group of 5-13 years, studying in primary and middle schools. A range of activities for children- quizzes, games, songs, pictorial storytelling through flip charts, and the popular GLO-GERM demonstration kit, which showed the germs present when they rinsed their hands only with water- was organized as part of the programme. This was a multi-phased activity during which lifebuoy representatives initiated contact with students and influencers in the rural community, like the panchyat bodies, anganwadi workers, medical practitioners and school teachers, to further promote this initiative and gain a larger acceptance within the community. This campaign helped in long term brand image- building for lifebuoy in rural India.

The Shriram Group, a pioneer in the area of chit funds, has been involved in the truck finance business for over three decades. Aided by its excellent infrastructure, innovative products and effective promotional strategies, the company has been able to take on big players like Sundaram Finance and Ashok Leyland.

In the first phase, the communication strategy targeted small fleet owners by appealing to their business sense and played on the theme of "Shriram, your friend". Pop-up invitations to the Shriram prosperity show were delivered personally to the fleet owners; these contained lucky dip numbers to encourage participation. During the show, a three-

fold communication package was unveiled. This consisted of a motivational video film to establish the image of Shriram as a best friend.

In the second phase, the communication strategy targeted the drivers through an emotional appeal to their dream of becoming vehicle owners. A specially decorated video on wheels carrying promotional material visited various sites along a predetermined route.

Target oriented communication strategies via unconventional and through the line media, as opposed to mass media marketing, seem to work well in campaigns aimed at reaching out to semi urban and rural consumers.

Increasing role of DTH in rural India: From the black and white TV sets of the 1970s to the color revolution of the 1980s and multi channel satellite cable TV in the 1990s, television viewing in India has come a long way. Today, The DTH technology is set to do to television viewing in rural India what the mobile phone did to communication. Launched in 2003 DTH has revitalized India's journey towards media digitization. The states of Maharashtra, Goa, Punjab, Uttar Pradesh and Rajasthan are the leaders in DTH subscription, contributing over 6.4 million DTH connections on 30% to the overall DTH subscriber base.

2.2 Review of Rural Environment

The rural market in India is much larger than the urban market in terms of population and number of households. The rural market consists of more than 100 million households

with a total population of about 742 million. In spite of being larger in size, rural areas are characterized by low per capita income, low literacy, average agricultural productivity, and low level of industrialization. These characteristics of rural India have resulted in limited capacity for consumption of goods and services when compared to consumption levels in any advanced country. However, the scene now has changed considerably due to the rapid progress achieved in areas of agricultural development and allied activities like animal husbandry, sericulture, horticulture, pisci culture and due to the encouragement given to rural and cottage industries and launch of Mahatma Gandhi national Rural Employment.

The potential for marketing of goods and services in rural areas depends heavily on agriculture, since it is the main occupation here. The market for agriculture inputs like fertilizers, pesticides and insecticides, tractors, lift irrigation equipments, hybrid and high yielding seeds has been expanding over the years in rural areas as Indian farming is fast becoming market oriented, as opposed to subsistence farming earlier. Indian farmers have been receptive to new technology, which has helped in improving their standard of living. Barring those organizations manufacturing agricultural inputs, the rural market has remained a dark area for many companies manufacturing consumables and consumer durables. Only a few major ones like Hindustan Unilever Ltd., the erstwhile Lipton and Brook Bond, the Proctor and Gamble have been aware of the potential that existed in the rural market and have been operating here for long time.

Given the impressive development that has taken place in rural areas under the five year plans and other special programmes, the rural market today offers vast untapped potential. Development programmes in the field of agriculture and allied activities, health, education, communications, rural electrification and others have improved the levels of general awareness in the rural areas and considerably changed the life styles of the rural populace. Some market research agencies forecast that rural demand will outstrip the urban demand in the near future. This has probably already happened in states like Haryana, Punjab, and Western part of Uttar Pradesh.

To successfully exploit the potential offered by the rural market, there is a need to understand the market not just in terms of households and population but in terms of their occupation pattern, income generation, communication facilities, and belief of rural people and their changing values and aspirations. Actually, rural marketing is a two – way marketing process that includes the flow of goods and services from rural to urban areas and the flow of goods and services from urban to rural areas, as well as the flow of goods and services within the rural areas. However, holistic view of rural marketing environment can be understood in terms of demographic, physical, economic, political and technical environment.

2.2.1 Demographic Environment

Population, education and the level of demand, household pattern, rural housing pattern and occupational pattern are the factors under consideration in demographic environment.

Population

Though the rural proportion in population has come down moderately over the years, there has been a considerable increase in absolute numbers of people living in rural areas.

Table 2.2.1 Populations in India - Proportion of rural

Year	Rural Population in Million	Proportion to total population (%)	Total Population in Million
1951	295.0	82.6	357.0
1961	360.0	82.0	439.0
1971	439.0	80.1	548.0
1981	508.0	76.0	668.0
1991	621.0	74.3	836.0
2001	742.0	72.2	1028.0
2005*	777.0	70.9	1095.0
2010*	822.0	69.8	1177.0
2015*	862.0	68.7	1254.0
2020*	897.0	67.6	1327.0

*** Projections, Source: Census of India Reports 2011**

At the same time, a growing population does not mean growing markets unless these markets have sufficient purchasing power. Nonetheless companies that carefully analyze their markets can find the right opportunities.

About 70% of the Indians reside in rural areas. In other words, for every consumer in an urban area, there are three of them in rural areas. Though the percentage of rural population to total population shows a slight decrease over the years, in absolute numbers rural population continues to increase at a higher rate than the urban population.

From the table 2.2.2, the situation does not seem to change very drastically, when population projections are considered. The rural population might show a paltry decrease of about 2-3 percent during the year 2020 as observed presently, but, the absolute numbers of rural population will continue to increase.

Table 2.2.2: Projected Urban and Rural Population of India

Name of the major State	Total Population (million)			Urban Population (%)			Rural Population (%)		
	2001	2025	2050	2001	2025	2050	2001	2025	2050
Uttar Pradesh	174.532	291.913	440.831	21.02	27.68	32.08	78.98	72.32	67.92
India Total	980.417	1319.312	1532.342	27.78	34.44	38.84	72.22	65.56	61.16

Source: Census of India Reports 2011

From the table 2.2.3, it is evident that the population of Uttar Pradesh has declined proportionately from 16.9% in 2001 (Census of India Reports 2001) to 16.49% in 2011 (Census of India Reports 2001). But the population has slightly increased in absolute numbers.

Table: 2.2.3 Total Population of India vs Uttar Pradesh

	Persons	Male	Female	% to Total Population
India	1210193422	623724248	586469174	100
Uttar Pradesh	199581477	104596415	94985062	16.49

Source: Census of India Reports 2011

Table 2.2.4 Distribution of population by age groups

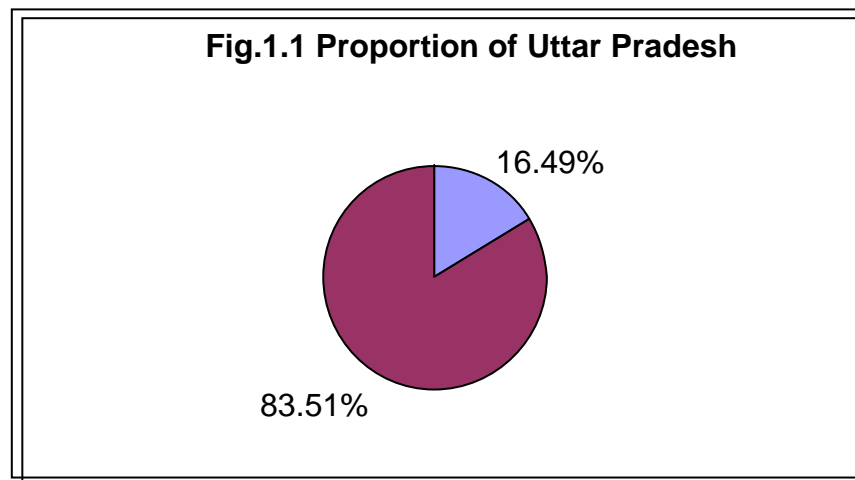
Age Groups	Rural	Urban
0-4	11.5	8.9
5-14	25.7	21.8
15-19	9.5	10.6
20-34	23.1	26.8
35-54	19.7	22.5
55+	10.5	9.4
Total	100	100

Source: Census of India Reports 2011

Young adults, the group between 20 and 35 years of age (table 2.2.4), account for almost one fourth of India's consumption base. The potential for marketers in the rural sector can be assessed by the fact that 48% of the rural population is below the age of 20.

2.2.2 Demographic characteristics of Uttar Pradesh

As per census of India 2011, the nation is classified in 640 districts, 5,924 sub districts, 7,935 towns, 4041 statutory towns, and 6, 40,867 villages. Out of which 1, 06,704 villages are in Uttar Pradesh. This shows that 16.65% of villages in India are in U.P. with a population of 19.95 cr. The state of Uttar Pradesh has been classified in 71 districts, 312 sub districts, 915 towns and 648 statutory towns.



Total area of Uttar Pradesh is 240,928 sq. km. Density of Uttar Pradesh is 828 per sq km which is higher than national average 382 per sq km. In 2001, density of Uttar Pradesh was 690 per sq km, while nation average in 2001 was 324 per sq km.

Sex Ratio of Uttar Pradesh is 908 i.e. for each 1000 male, which is below national average of 940 as per census 2011. In 2011, the sex ratio of female was 898 per 1000 males in Uttar Pradesh. Average literacy rate of Uttar Pradesh is 69.72 percent. Male literacy rate in Uttar Pradesh is 79.24 percent. Female literacy rate in Uttar Pradesh is 59.26 percent. Total literates in Uttar Pradesh are 118,423,805 people. Male literates in Uttar Pradesh are 70,479,196. Female literates in Uttar Pradesh are 47,944,609. Child

Population (0-6) of Uttar Pradesh is 29,728,235. Male Child Population in Uttar Pradesh is 15,653,175. Female Child Population in Uttar Pradesh is 14,075,060. Total 14.90 percent of Uttar Pradesh population is in age group of 0-6. 14.97 percent of male population of Uttar Pradesh are in age group of 0-6. 14.82 percent of female population of Uttar Pradesh are in age group of 0-6.

The literacy rate in rural Uttar Pradesh is 67.55 percent as per 2011 population census. Of that, male literacy stands at 78.48 percent while female literacy is at 55.61 percent. The male and female literacy rate of rural Uttar Pradesh is much higher than that of average literacy rate of Uttar Pradesh as per census 2001. In 2001, literacy rate in Uttar Pradesh stood at 56.27 percent of which male and female were 67.30 percent and 43.00 percent literate respectively. This shows an upward trend in education in rural Uttar Pradesh. In actual numbers, total literates in rural Uttar Pradesh stands at 88,396,557.

Out of total population of Uttar Pradesh, 77.72 per cent lives in rural areas which give potential untapped market to the corporate giants. In actual numbers the total population of rural Uttar Pradesh is 155,111,022. Out of the total population, male population is 81,044,655 and female population is 74,066,367.

Sex Ratio of rural Uttar Pradesh is 914 i.e. for each 1000 male, which is below national average of 940, but above average sex ratio of Uttar Pradesh which is 908 as per census 2011. In 2001, the sex ratio of female was 898 per 1000 males in Uttar Pradesh.

Table -2.2.5 Rural and Urban Distribution of Uttar Pradesh as per Census-2011

Description	Rural	Urban
Population (%)	77.72%	22.28%
Total Population	155,111,022	44,470,455
Male Population	81,044,655	23,551,760
Female Population	74,066,367	20,918,695
Population Growth	17.81%	28.75%
Sex Ratio	914	888
Child Sex Ratio (0-6)	904	879
Child Population (0-6)	24,248,066	5,480,169
Child Percentage (0-6)	15.63%	12.32%
Literates	88,396,557	30,027,248
Average Literacy	67.55%	77.01%
Male Literacy	78.48%	81.75%
Female Literacy	55.61%	71.68%

Demographic characteristics of Sitapur

In 2011, Sitapur had population of 4,483,992 of which male and female were 2,375,264 and 2,108,728 respectively. In 2001 census, Sitapur had a population of 3,619,661 of which males were 1,941,374 and remaining 1,678,287 were females.

Sitapur District Population Growth Rate

There was change of 23.88 percent in the population compared to population as per 2001. In the previous census of India 2001, Sitapur District recorded increase of 26.69 percent to its population compared to 1991.

Sitapur District Density 2011

The initial provisional data released by census India 2011, shows that density of Sitapur district for 2011 is 781 people per sq. km. In 2001, Sitapur district density was at 630 people per sq. km. Sitapur district administers 5,743 square kilometers of areas.

Sitapur Literacy Rate 2011

Average literacy rate of Sitapur in 2011 were 61.12 compared to 48.32 of 2001. If things are looked out at gender wise, male and female literacy were 70.31 and 50.67 respectively. For 2001 census, same figures stood at 59.97 and 34.59 in Sitapur District. Total literate in Sitapur District were 2,283,733 of which male and female were 1,397,702 and 886,031 respectively. In 2001, Sitapur District had 1,404,443 in its district.

Sitapur Sex Ratio 2011

With regards to Sex Ratio in Sitapur, it stood at 888 per 1000 male compared to 2001 census figure of 864. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 930 girls per 1000 boys compared to figure of 936 girls per 1000 boys of 2001 census data.

Sitapur Child Population 2011

In census enumeration, data regarding child under 0-6 age were also collected for all districts including Sitapur. There were total 747,558 children under age of 0-6 against 713,356 of 2001 census. Of total 747,558 male and female were 387,417 and 360,141 respectively. Child Sex Ratio as per census 2011 was 930 compared to 936 of census 2001. In 2011, Children under 0-6 formed 16.67 percent of Sitapur District compared to 19.71 percent of 2001. There was net change of -3.04 percent in this compared to previous census of India.

Demographic characteristics of Raibareili District

As per provisional data of 2011 census, Rae Bareli had population of 3,405,559 of which male and female were 1,752,542 and 1,653,017 respectively. There was change of 18.51 percent in the population compared to census of 2001. As per 2011 census, 90.95% population of Rae Bareli districts lives in rural areas of villages. The total Rae Bareli district population living in rural areas is 3,096,097 of which males and females are 1,593,143 and 1,502,954 respectively. The initial provisional data released by census India 2011, shows that density of Rae Bareli district for 2011 is 739 people per km². The Sex Ratio in Rae Bareli, stood at 941 per 1000 male. The Average literacy rate of Rae Bareli in 2011 was 69.04 with male and female literacy rate being 79.39 and 58.06 respectively.

Rae Bareli District Population 2011

In 2011, Rae Bareli had population of 3,405,559 of which male and female were 1,752,542 and 1,653,017 respectively. In 2001 census, Rae Bareli had a population of 2,872,335 of which males were 1,472,230 and remaining 1,400,105 were females. Rae Bareli District population constituted 1.70 percent of total Maharashtra population. In 2001 census, this figure for Rae Bareli District was at 1.73 percent of Maharashtra population. Rae Bareli District Population Growth Rate

There was change of 18.56 percent in the population compared to population as per 2001. In the previous census of India 2001, Rae Bareli District recorded increase of 24.35 percent to its population compared to 1991.

Rae Bareli District Density 2011

The initial provisional data released by census India 2011, shows that density of Rae Bareli district for 2011 is 739 people per sq. km. In 2001, Rae Bareli district density was at 623 people per sq. km. Rae Bareli district administers 4,609 square kilometers of areas.

Rae Bareli Literacy Rate 2011

Average literacy rate of Rae Bareli in 2011 were 67.25 compared to 53.79 of 2001. If things are looked out at gender wise, male and female literacy were 77.63 and 56.29 respectively. For 2001 census, same figures stood at 67.61 and 39.30 in Rae Bareli District. Total literate in Rae Bareli District were 1,965,843 of which male and female were 1,165,965 and 799,878 respectively. In 2001, Rae Bareli District had 1,259,547 in its district.

Rae Bareli Sex Ratio 2011

With regards to Sex Ratio in Rae Bareli, it stood at 943 per 1000 male compared to 2001 census figure of 951. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 926 girls per 1000 boys compared to figure of 941 girls per 1000 boys of 2001 census data.

Rae Bareli Child Population 2011

In census enumeration, data regarding child under 0-6 age were also collected for all districts including Rae Bareli. There were total 482,517 children under age of 0-6 against 530,789 of 2001 census. Of total 482,517 male and female were 250,501 and 232,016 respectively. Child Sex Ratio as per census 2011 was 926 compared to 941 of census 2001. In 2011, Children under 0-6 formed 14.17 percent of Rae Bareli District compared to 18.48 percent of 2001. There was net change of -4.31 percent in this compared to previous census of India.

Demographic characteristics of Hardoi District

In 2011, hardoi had population of 4,092,845 of which male and female were 2,191,442 and 1,901,403 respectively. In 2001 census, hardoi had a population of 3,398,306 of which males were 1,842,698 and remaining 1,555,608 were females. There was change of 18.56 percent in the population compared to population as per 2001. In the previous census of India 2001, Hardoi District recorded increase of 23.71 percent to its population compared to 1991.

Hardoi District Density 2011

The initial provisional data released by census India 2011, shows that density of Hardoi district for 2011 is 684 people per sq. km. In 2001, Hardoi district density was at 568 people per sq. km. Hardoi district administers 5,986 square kilometers of areas.

Hardoi District Literacy Rate 2011

Average literacy rate of Hardoi in 2011 were 64.57 compared to 51.88 of 2001. If things are looked out at gender wise, male and female literacy were 74.39 and 53.19 respectively. For 2001 census, same figures stood at 64.39 and 36.77 in Hardoi District. Total literate in Hardoi District were 2,221,601 of which male and female were 1,374,587 and 847,014 respectively. In 2001, Hardoi District had 1,420,161 in its district.

Hardoi District Sex Ratio 2011

With regards to Sex Ratio in Hardoi, it stood at 868 per 1000 male compared to 2001 census figure of 844. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 899 girls per 1000 boys compared to figure of 941 girls per 1000 boys of 2001 census data.

Hardoi District rural Population

As per 2011 census, 86.76 % population of Hardoi districts lives in rural areas of villages. The total Hardoi district population living in rural areas is 3,551,039 of which males and females are 1,906,147 and 1,644,892 respectively. In rural areas of Hardoi district, sex ratio is 863 females per 1000 males. If child sex ratio data of Hardoi district is considered, figure is 898 girls per 1000 boys. Child population in the age 0-6 is 580,096

in rural areas of which males were 305,625 and females were 274,471. The child population comprises 16.03 % of total rural population of Hardoi district. Literacy rate in rural areas of Hardoi district is 63.40 % as per census data 2011. Gender wise, male and female literacy stood at 73.87 and 51.17 percent respectively. In total, 1,883,588 people were literate of which males and females were 1,182,280 and 701,308 respectively.

Demography of Barabanki District

In 2011, Barabanki had population of 4,092,845 of which male and female were 2,191,442 and 1,901,403 respectively. In 2001 census, Barabanki had a population of 3,398,306 of which males were 1,842,698 and remaining 1,555,608 were females. There was change of 18.56 percent in the population compared to population as per 2001. In the previous census of India 2001, Barabanki District recorded increase of 23.71 percent to its population compared to 1991.

Barabanki District Density 2011

The initial provisional data released by census India 2011, shows that density of Barabanki district for 2011 is 741 people per sq. km. In 2001, Barabanki district density was at 607 people per sq. km. Barabanki district administers 4,402 square kilometers of areas.

Barabanki District Literacy Rate 2011

Average literacy rate of Barabanki in 2011 were 61.75 compared to 47.39 of 2001. If things are looked out at gender wise, male and female literacy were 70.27 and 52.34

respectively. For 2001 census, same figures stood at 58.85 and 34.29 in Barabanki District. Total literate in Barabanki District were 1,692,458 of which male and female were 1,010,518 and 681,940 respectively.

Barabanki District Sex Ratio 2011

With regards to Sex Ratio in Barabanki, it stood at 910 per 1000 male compared to 2001 census figure of 887. The average national sex ratio in India is 940 as per latest reports of Census 2011 Directorate. In 2011 census, child sex ratio is 932 girls per 1000 boys compared to figure of 941 girls per 1000 boys of 2001 census data.

Barabanki District Rural Population 2011

As per 2011 census, 89.85 % population of Barabanki districts lives in rural areas of villages. The total Barabanki district population living in rural areas is 2,929,896 of which males and females are 1,533,455 and 1,396,441 respectively. In rural areas of Barabanki district, sex ratio is 911 females per 1000 males. If child sex ratio data of Barabanki district is considered, figure is 933 girls per 1000 boys. Child population in the age 0-6 is 475,080 in rural areas of which males were 245,768 and females were 229,312. The child population comprises 16.03 % of total rural population of Barabanki district. Literacy rate in rural areas of Barabanki district is 60.84 % as per census data 2011. Gender wise, male and female literacy stood at 69.84 and 50.92 percent respectively. In total, 1,493,624 people were literate of which males and females were 899,301 and 594,323 respectively.

2.2.3 Occupation

The main occupation for a vast majority of rural population is agriculture and allied activities. It is pertinent to consider the workers among rural population to study the occupation pattern. This excludes children and those who are not gainfully employed.

Table 2.2.6 gives sex – wise distribution of rural workers as per the broad occupation categories. Table 2.5.7 presents the proportion of workers as per detailed occupation categories for both males and females, according to national sample survey reports.

Table 2.2.6 Occupation Pattern of workers in rural areas.

S. No.	Category	Male workers (in '000)	Female Workers (in' 000)	Total workers (in' 000)	Proportion to total workers
1	Cultivators	83476	41244	124720	40.24
2	Agricultural laborers	54706	47725	102431	33.05
3	Household Industry	5991	6151	12142	3.92
4	Other workers	54666	15997	70663	22.79
5	Total	198839	111117	309956	100.00

Source: Indiatat.com

Table 2.2.7 Proportion of workers as per occupation

S. No.	Industrial classification	1993-1994		1999-2000	
		Males	Females	Males	Females
1	Agriculture, hunting, forestry & fishing	74.1	86.2	71.4	85.4
2	Mining & quarrying	0.7	0.4	0.6	0.3
3	Manufacturing	7.0	6.9	7.3	7.6
4	Electricity, gas & water	0.3	0.1	0.2	0.0
5	Construction	3.2	0.9	4.5	1.1
6	Wholesale & retail trade, restaurants & hotels	5.5	2.1	6.8	2.0
7	Transport, storage & communication	2.2	0.1	3.2	0.1
8	Financing, Insurance & real estate business services	0.4	0.1	0.5	0.1
9	Community, social & personal services	6.6	3.3	5.6	3.6
10	All	100	100	100	100

About 40 % of the rural workers own or lease land and cultivate it for their livelihood. Another 33% are dependent on these cultivators for jobs as agricultural laborers. Thus a total of 73% of rural workers and their families solely depend upon land for their living. This fact is amply supported by table 2.5.10 also. More than 70% of males and 80% of females depend on agriculture and related activities like hunting forestry and fishing. There are others constituting a small proportion, who is engaged in manufacturing, business and services. These are people engaged in running petty shops, itinerant merchants and a small minority of salary earners like teachers, health workers and village level officials. The implication of this occupation pattern is that income generation in rural areas entirely depends upon how the basic resource, land, is distributed, how the land is used, what crops are cultivated, how much is marketed, how much is consumed and what arrangements are available to market the agricultural produce.

2.2.4 Occupational Pattern

The demographic profile of people in a segment naturally affects their buying behavior. The wage earner and salary can not be accepted to behave in the same way. A daily wage earner has to account for variations in income, whereas a salary earner brings home an assured fixed amount and therefore can plan expenses in a better way. Three fourth of rural household heads are either cultivators or wage earners, petty shopkeepers and wage earners.

The cultivator's disposable income is highly seasonal, with more disposable income available immediately after the harvesting season. This is therefore the time when he is

more inclined to make purchases, especially of durables and high involvement products. The purchases at such times are quite significant, as 40% of the rural population, i.e. 50 million families, is farmers.

Table 2.2.8 Distribution of households by occupation of the head, 1999-2000

Head's occupation	Distribution of households (%)		
	Urban	Rural	All
Housewife	0.84	1.01	0.96
Cultivator	3.45	40.86	29.99
Wage earner	20.93	35.28	31.12
Salary earner	40.72	11.28	19.84
Professional	3.59	0.73	1.56
Artisen	6.90	3.41	4.42
Petty shopkeepers	16.05	4.97	8.19
Businessman	3.68	1.98	1.40
Others	3.85	1.98	2.52
Total	100	100	100

Source: NCAER2002

2.2.5 Rural Housing Pattern

The types of houses in rural area are a very strong indicator of economic growth. Over the last 20 years, the trend in house-types has changed dramatically, from less permanent

semi pucca or kuccha to more permanent pucca types. Today 40% of rural houses i.e. 50 million are pucca, which is growing at a rate of almost 5% annually. Statistics indicate that the owners of such houses possess sufficient disposable income.

Most low income groups live in kuccha houses. However, as income increase the number of kuccha houses is coming down. The low income groups are gradually moving towards semi kuccha houses and then finally pucca houses.

Table 2.2.9 House Type

House Type	1981	1991	2001
Pucca	22	31	41
Semi Pucca	37	36	36
Kuccha	41	33	23
Total	100	100	100

Source: Census of India

2.3 Physical environment

Villages comprise homestead land (abadi) and cultivated land. The settlement pattern of households is either in a cluster in the abadi or in individualized land holdings, or a combination of the two. Farmers normally live in an abadi. Houses are owner occupied and the structure is usually kuccha. It is quite common in a village to find houses

according to kinship, caste, or religious groups. Sometimes entire villages are classified on the basis of dominant caste groups, or some other predominant characteristics.

The table below of inhabited villages provides very rich insights to a marketer. Villages of less than 500 populations generally do not have shop, but the number of such villages has decreased by 5 % over the last 10 years. 25000 villages in less than 500 population category have upgraded to the 500 + population category. Villages in the 2000+ population strata are the most prosperous. The number of such villages is increasing. Over the last 10 years, almost 23000 villages have been upgraded to the 2000 + population category. These villages have around 16 shops. As per the 2001 census, these 70% villages in the 2000+ population categories account for 50% of rural population and 60% of rural wealth. A marketer going rural should target this category first.

Rural India is inextricably linked to towns especially in the periphery of villages. Many towns are actually overgrown villages and are classified as towns only because they have municipalities. Though they do not have panchyats, they still retain rural characteristics such as folk entertainment and weekly haats and mandies. Social interaction here is a mix of rural and urban. The economy of these small towns is connected to the rural area, though agriculture is not the primary occupation, rather it has trade and commerce and a mix of salaried people and professional with a much higher usages of FMCG products and durables.

Table 2.3.1 Physical environment

Town class	population	No. of towns	% of total towns	% of population	Decadal growth(1991-2001)
Class-1	1 lakh and	423*	8.2	61.5	24
Class-2	50,000-99,999	498	9.6	12.3	15
Class-3	20,000-49,999	1,386	26.9	15.0	16
Class-4	10,000-19,999	1,560	30.2	8.1	7
Class-5	5,000-9,999	1,057	20.5	2.8	8
Class-6	Less than 5000	237	4.6	0.3	-22
Total		5,161	100	100	

These towns are of great significance to marketers, especially for durables and services. Rural consumers come here in search of information demonstration and purchase. 90% of durables purchased by rural people are from 1,900 towns in the 20000-100000 population strata.

2.4 Rural Economic Environment

Over the last ten years there has been a shift in the distribution of households from lower income to higher income groups. The higher income class in rural has grown six times. The middle and upper middle classes constitute 14.3 % in 1998-99 against 8.3 % in 1989-90.

Table 2.4.1 Distribution of rural households by income

Annual income(rs)at 1998-99	Income class	1989-90(%HHs)	1998-99(%HHs)
<=35,000	Low	67.3	47.9
35001 – 70000	Low Middle	23.9	34.8
70001- 105000	Middle	7.1	10.4
105001 - 140000	Upper Middle	1.2	3.9
>140000	High	0.5	3.0
Total		100.0	100.0

Rural per capita income is increasing, which is evident from the fact that the distribution of households in different income classes is getting thinner at the lower income classes and thicker at the higher income classes. Increasing incomes are also changing expenditure patterns.

Table 2.4.2 Annual Per Capita Income, 1999 – 2000 (in Rs.)

	All India	Highest	Lowest
Urban	19407	34509 (Chandigarh)	12257 (Uttar Pradesh)
Rural	9481	27256(Chandigarh)	5704 (Orissa)
Urban and Rural	12128	33408 (Chandigarh)	7123 (Orissa)

Table 2.4.3 Changing Rural Consumers Expenditure Pattern (Rs. Per month)

	Rural	Urban
1983	112	166
1991	281	458
2001	486	855

Table 2.4.4 Composition of rural per capita consumption expenditure

	Food	Non food
1983	66	34
1991	63	37
2001	59	41

Per capita consumption expenditure in rural has increased four times over last 20 years. Rural expending in non food items is increasing; out of a total per capita spending of Rs. 468, approximately 40% is spent on non food items. This shows an encouraging trend for consumer durables and non durables (non-food items).

2.5 Saving Pattern

In absolute numbers, the 42 million rural households availing banking services far exceeds the 27 million in urban.

Table 2.5.1 Households Availing banking Facilities

	Tot al	%HH s	Rural HHs	% total HHs	Urba n	% HHs
House Holds (HHs)	19 2		138	72	54	26
No. of HHs availing banking services	68	35.5	42	30.1	27	49.5

2.5.1 Rural Incomes

Rural income contributes around 57% share of the total incomes in India. The per capita for the rural sector has increased from Rs. 5783 in 1993-94 to Rs. 9481 in 1999 -2000. The urban rural disparity ratio has declined from 2.45 to 2.04 during the last 30 years. The compounded annual growth rate of per capita incomes from 1970 -71 to 1993-94 was

slightly higher in rural areas in comparison to 10.74% urban areas. The share of non farm income has increased rapidly from 32% in 1970-71 to 47% in 1993-94.

2.5.2 Consumption / Expenditure

The increase in per capita expenditure over the 17 years period from 1983 – 2000 shows a four fold increase in total. Remarkably, the share of non food expenditure has gone up 5 times while food expenditure has increased by four times. The trend of expenditure growth at 9 % depicts a healthy picture of the increasing purchasing power of rural consumers.

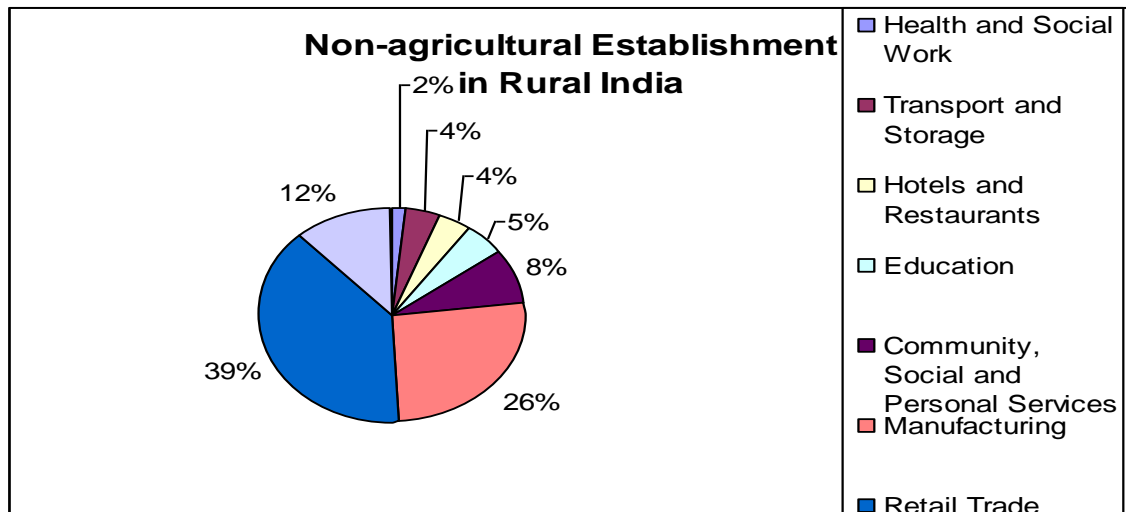
Table 2.5.2 Per capita rural expenditure

Item	1983	1999-2000	Growth Rate %
Food	908	3466	8.2
Non food	464	2369	10.0
Total	1350	5834	9.6

2.5.3 Rural Enterprises

The total non – agricultural establishments accounted for about 35.8 million in the country, with 19.8 million situated in rural areas. In the non-farm establishment, retail trade (39%) was the dominant activity, followed by manufacturing (26%) and community and social personal services (8%) shown in the following figure 2.7.1.

Fig.- 2.5.1 Non agricultural investment in Rural India



2.6 Political Environment

Historically, the panchayat and village pradhan / sarpanch had been representing rural India. Dominated largely by the upper castes, they lorded it over the political scene until the panchayats became part of the administrative machinery of the government of India. Under the panchayati Raj System, all government departments such as education, health, agriculture, rural development, social justice, livelihood etc. form an integrated approach for the development of rural areas.

The salient features of panchayati raj under the 73rd amendment are-

To provide a three tier system of panchayati raj for all states having a population of over 20 lakhs.

To hold panchayat elections regularly every five years.

To provide reservation of seats for scheduled castes, scheduled tribes and women not less than 33%.

To appoint a state finance commission to make recommendations as regards the financial powers of the panchayats.

To constitute a district planning committee to prepare draft developments plans for the district as a whole.

According to the constitution, panchayats shall be given powers and authority to function as institutions of self government.

Preparation of plan for economic development and social justice.

Gram Sabha

A general assembly of villagers called the gram sabha has to be organized involving people's participation, necessarily including rural poor, women and marginalized communities, in making decisions on matters affecting their lives. The active functioning of the Gram Sabha will ensure participatory democracy with transparency, accountability and achievement.

The Gram Sabha should meet at least once in each quarter preferably on republic day, labour, independence day and Gandhi Jayanti.

The Gram Sabha should decide developmental work to be undertaken by panchayats based on need assessment.

Suggest remedial measures for economy and efficiency in the functioning of the panchayats. Question and scrutinize the decisions of panchayats in the meetings of the Gram Sabha. Discuss the annual financial statement of Gram Panchayats.

2.7 Technical Environment

The changes in the rural technological environment were triggered off by three major revolutions a) the green revolution in the agriculture sector b) the white revolution in the dairy sector, c) the introduction of non government agencies in the development sector.

Green Revolution

The period from 1967 – 1978 heralded a technological thrust into rural areas aimed at improving food grain production in the country and hence achieving food self sufficiency. Dr. Norman Borlaug was the father of green revolution in India. The credit also goes to Mr. M. S. Swaminathan.

White Revolution

White revolution was initiated by the government with the aim of achieving self sufficiency in the area of milk production. Dr. Verghese Kurien was the father of white revolution in India.

NGO Movement

The role of non - governmental organizations and voluntary agencies in India has been important in providing assistance at grass root level assimilation of technological extensions in rural areas. NGOs have stepped in to create awareness, build skills, introduce technology and develop capacities for maintenance and sustainability. Government programmes implemented through NABARD, CAPART, KVIC, and others are given shape by these organizations.

NGOs have been also active in providing basic health and child care services, running homes for the destitute and the distressed and providing education and training opportunities. These activities have increased rural exposure to technology in various areas of development.

2.8 Corporate Mind Set of Rural Market

The rural Indian economy is showing impressive growth in consumption, with a number of factors supporting this growth. These factors include increasing incomes due to good monsoons and government initiatives and schemes; employment opportunities in infrastructure and industry projects across the country and; emphasis on local employability.

This new consumption will include a high share of packaged foods, personal care, consumer durables and IT products, two- and four-wheelers, and fashion accessories, among others. Over the last five years, some consumer product companies have recognized the potential of rural markets and invested time and resources to tap into this opportunity - understanding and segmenting the consumer, based on their spends and lifestyles.

Some companies have re-engineered products, pricing and packaging to customize features and value relevant for these markets. For instance, LG has Sampoorna, a customized TV; Godrej soaps have introduced 50-gm packs and Samsung has launched Guru - a mobile that can be charged with solar energy. Some players have developed new

communication and distribution channels within the hinterland (HUL's Project Shakti; Tata Tea's 'Gaon Chalo') and some have created completely new products.

The Union Budget for 2017-18 has hiked the allocation under the National Rural Employment Guarantee Act (NREGA) to 48000 crore Rs, giving a boost to the rural economy.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Research is considered as an endeavor to arrive at answer to intellectual and practical problems through the application of scientific methods to the knowable universe. Research is a logical and systematic search for new and useful information on a particular topic. It is an investigation of finding, solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge, that is, a discovery of hidden truths. Here knowledge means information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. A research can lead to new contributions to the existing knowledge.

Only through research it is possible to make progress in a field. Research is done with the help of study, experiment, observation, analysis, comparison and reasoning. Research is in fact everywhere. It is a systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena. Research is the process of systematic and in depth study or search of any particular topic, subject or area of investigation, blackened by the collection, compilation, presentation and interpretation of relevant details or data. In short search for knowledge through objective and systematic method of finding a solution to a problem is a research.

This Chapter includes the research Methodology in broader prospective incorporating Research objectives, Research Design, Methods of Data collection, Sampling Techniques, Sample Size and Statistical Tools used for Data Analysis, limitation and delimitation of the study.

3.2 Research Statement

The main aim of this research work is to formulate strategy for unconventional media in the rural areas of central Uttar Pradesh.

3.3 Research Methodology

It is a systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena. Research is the process of systematic and in depth study or search of any particular topic, subject or area of investigation, blackened by the collection, compilation, presentation and interpretation of relevant details or data.

3.4 Objectives of the Study

The purpose of research is to discover answers to questions through the application of scientific procedures. The main objective of research is to find out the truth which is hidden and which has not been discovered as yet. After identifying and defining the research issues as stated above, it must be presented through a set of research objectives.

Keeping this in view, the objectives of the research work are stated as follows-

- 1- To study the socio economic factors in the rural areas of central Uttar Pradesh.
- 2-To find out the challenges faced in unconventional communication media in central Uttar Pradesh.
- 3- To analyze the impact of socio economic factors on the existing promotional strategies for FMCG products in the rural areas of central Uttar Pradesh.
- 4- To study the pattern of responses of the customers to different unconventional media in the rural areas of the state.
- 5- To formulate strategy for unconventional media in rural areas of central Uttar Pradesh.

3.5 Hypothesis

Based on the research topic and its objectives, the following research hypotheses are formulated.

1H1- The socio economic conditions in the rural and suburban areas of the state are significantly improving.

1Ho- The socio economic conditions in the rural and suburban areas of the state are not significantly improving.

2H1- The changing socio economic factors in the rural and suburban areas of the state have positive impact in responding to the existing communication programmes.

2Ho- The changing socio economic factors in the rural and suburban areas of the state do not have positive impact in responding to the existing communication programmes.

3H1- The target customers in the rural and suburban areas of the state consistently respond to the different advertisement media.

3Ho- The target customers in the rural and suburban areas of the state do not consistently respond to the different advertisement media.

4H1-The purchase behavior of the target customers is influenced by the communication programmes

4Ho- The purchase behavior of the target customers is not influenced by the communication programmes

3.5.1 Sub Hypotheses:

1-H1-There is difference in the respondents' responses for the ten factors – functionality, reliability, benefits, value for money, ease of use, price, guarantees, design/style and size of packaging

1-H0- There is no difference in the responses of the respondents for the ten factors considered above.

2- H1-There is difference in the respondents' responses for the four purchase locations – local shops, haats, melas, and mandies.

2- H0- There is no difference in the responses of the respondents for the four purchase locations considered above.

3- H1-There is difference in the respondents' responses for the six promotional sources – mobile vans, paintings on the walls, commercials in halls, road shows, news papers and periodicals and commercials on the public transport.

3- H0- There is no difference in the responses of the respondents for the six promotional sources considered above.

4-H1-There is difference in the respondents' responses for purchasing the 12 FMCG products in small packs and sachets – biscuits, coconut oil, shampoos, coffee, hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauce and tooth paste.

4-H0- There is no difference in the responses of the respondents for purchasing the 12 FMCG products in small packs and sachets considered above.

5- H1-There is difference in the respondents' responses in deciding the opinion leaders.

5- H0- There is no difference in the responses of the respondents for deciding the opinion leaders.

6- H1-There is difference in the respondents' responses in the sales promotion schemes.

6-H0- There is no difference in the responses of the respondents for various promotional scheme considered above.

7- H1-There is difference in the respondents' responses in creating the awareness about the different FMCG products through different media sources.

7- H0- There is no difference in the responses of the respondents for various media sources considered above.

8- H1-There is difference in the respondents' responses in creating the awareness about the different FMCG products through demonstration of different products.

8-H0- There is no difference in the responses of the respondents for various demonstrative products considered above.

9- H1-There is difference in the respondents' responses in creating the awareness about the different FMCG products through different regional and national and local Hindi dailies.

9- H0- There is no difference in the responses of the respondents for various media vehicle considered above.

10- H1-There is difference in the respondents' responses in attracting the various TV programmes.

10- H0- There is no difference in the responses of the respondents for various TV programmes considered above.

11- H1-There is difference in the respondents' responses towards posters and banners.

11- H0- There is no difference in the responses of the respondents for various mass media sources considered above.

3.6 Scope of the study

1. The study will be beneficial for the rural consumer of selected rural areas of Central Uttar Pradesh.

2. With the help of this study the consumers will know about the various products, promotional schemes, marketing strategies, competitiveness of the product and the availability of products in their surroundings

3. The study will also be beneficial for the FMCG companies to know about the expectation of rural consumers in the selected areas of Central U.P. FMCG companies can decide their marketing strategies, product strategies, promotional schemes, pricing

policies, advertising policy, etc at the time of taking crucial decisions to enhance their business at mass level.

4. On academic point of view it is helpful for researcher and academician to take it as are reference material for further studies on and around this topic at regional, national and global level.

3.7 Research Design

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact the research design is the conceptual structure within which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. Here, exploratory and descriptive research design has been considered for study purposes.

Exploratory research studies are also termed as formulative research studies. The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypothesis from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights. As such the research design appropriate for such studies must be flexible enough to provide opportunity for considering different aspects of a problem under study.

Descriptive in the nature due to fact finding with the help of literature survey and the analysis of demographic profile of the respondents in the particular area considered for this study. The present study said to be descriptive due to the information gathered to

describe the current rural marketing phenomenon, distribution channels, level of awareness, various factors affecting the buying behavior of the customers, motivating factors for switch over and the various promotional activities being offered by the different manufacturer and marketer of the products at national, regional and state level in the country.

3.8 Sample Design

All the items under consideration in any field of inquiry constitute a 'universe' or 'population'. A complete enumeration of all the items is not possible in such research studies. Hence, we quite often select only a few items from the universe for our study purposes. The items so selected constitute what is technically called a sample. In view of the research work, Multistage sampling comprising of Cluster, Stratified and Convenience sampling has been used to draw a required sample size for this study. Cluster sampling often talked about when the total geographical area of the interest happens to be big one. Cluster sampling involves grouping the population and then selecting the groups or the clusters rather than individual elements for inclusion in the sample. Under area sampling we first divide the total area into a number of smaller non-overlapping areas, generally called geographical clusters, then a number of these smaller areas are randomly selected, and all units in these small areas are included in the sample. Area sampling is especially helpful where we do not have the list of the population concerned. It also makes the field interviewing more efficient since interviewer can do many interviews at each location.

At the initial stage, rural areas of central Uttar Pradesh have been clustered in zones and out of these clusters, four districts which is developing fast and supposed to be developed in near future from each cluster have been taken into consideration for the study. From each districts, two villages have been selected on the basis of population, distance from each other, nearness to the districts and the fast developing villages in that districts.

On the second stage, populations of the selected villages have been stratified on the basis of gender, living standard, educational qualification and the age group etc. of the respondents. At the time of survey, priority given to cover all identified strata in the selected village of rural Central U.P.

At the final stage, on the basis of researcher convenience and the availability of the respondents at the time of visit have been taken into consideration for this particular study. At this stage 150 respondents from each village have been taken into consideration from each identified strata.

3.9 Sample Size

The sample size is proposed to be 150 from each of the eight villages from the four districts or the number of available respondents, whichever is larger. The respondents for the study will be the mixture of villagers as customers and shopkeepers in the town markets. Thus the total number of sample turns out to be at least 1200. The ratio of customers and shopkeepers as respondents will be based on their availability. Respondents,

both male and female, aging between 15 years to 60 years will be considered for the study purposes.

Table 3.9.1 - : Questionnaire Distribution Table

ZONE	DISTRICT	VILLAGE/ Tehseel	SAMPLE
Central Uttar Pradesh Total sample= 1200	Sitapur= 300 sample	Mahmoodabad	150
		Misrikh	150
	Barabanki= 300 sample	Nawabganj	150
		ramnagar	150
	Raebareily= 300 sample	Bachhrawan	150
		Lalganj	150
	Hardoi= 300 sample	Sandila	150
		Shahabad	150

3.10 Methods of Data Collection

Combination of Primary and Secondary methods of data collection has been used to arrive on a conclusion. Secondary data have been collected from the books, journals, magazine and newspapers and with the help of various online journal and web portal to conceptualize and make theoretical concepts for this particular study. Primary data have been collected with the help of structured and non disguised close ended schedule. Initially schedule was

drafted on the basis of past references used by prominent scholars in that field. The schedule has been converted into English/Hindi language for the better understanding of the questions by the rural respondents and proper care has been taken during the translation so the meaning of the questions should remain same, and the same has been tested too.

3.11 Tools for data collection

Primary data have been collected through conducting surveys by the use of set interview schedule.

Secondary data have been collected from journals, magazines, books, census data report of 2001 and 2011 and Internet.

3.12 Tools for data analysis

The data have been ordered, analyzed and interpreted with help of pie and bar charts. However, various statistical techniques – mean, standard deviation, coefficient of variation, rank, range and Chi-square test have been used for analyzing and interpreting the data.

3.13 Analysis

The analysis of the research work has been carried out in two parts - bar and pie chart analysis and statistical analysis.

The data have been ordered, analyzed and interpreted with help of pie and bar charts. However, various statistical techniques – mean, standard deviation, coefficient of

variation, rank, range and Chi-square test have been used for arriving at generalizations, interpretations and inferences from the data.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

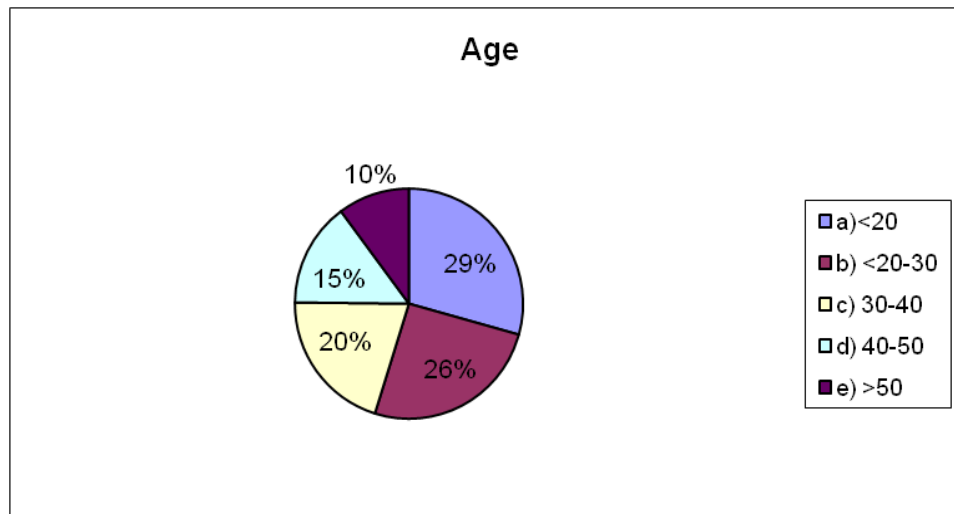
Outline: includes statistical analysis and interpretation of data as per as per interview schedule.

Introduction

The result of the survey conducted as a part of the research study is presented and analyzed in this chapter. The analysis of the research work has been carried out in two parts - bar and pie chart analysis and statistical analysis. The data have been ordered, analyzed and interpreted with help of pie and bar charts. However, various statistical techniques – mean, standard deviation, coefficient of variation, range, rank and chi-square test have been used for arriving at generalizations, interpretations and inferences from the data.

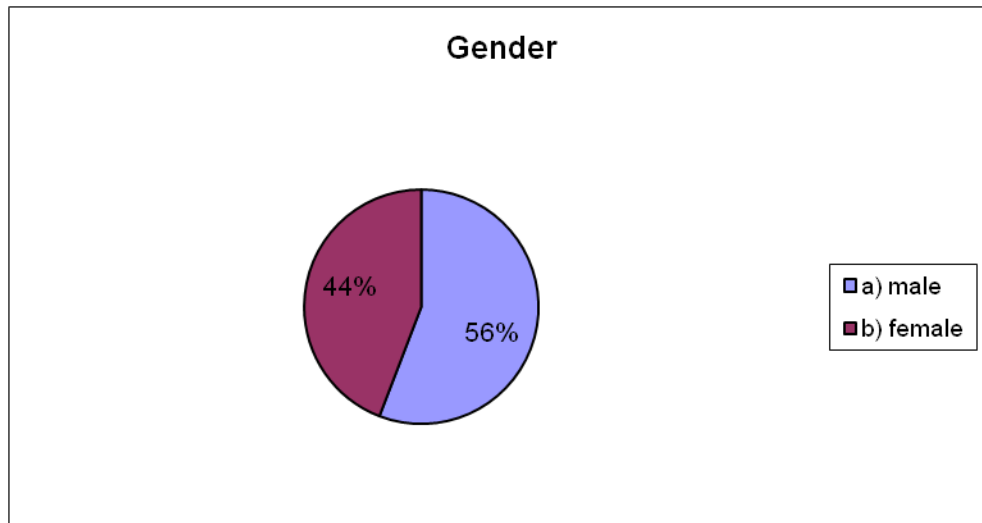
Q1. Age a)<20 :352 , b) <20-30 :306 , c) 30-40: 244 , d) 40-50:176 , e) >50 :122

Fig.-4.1



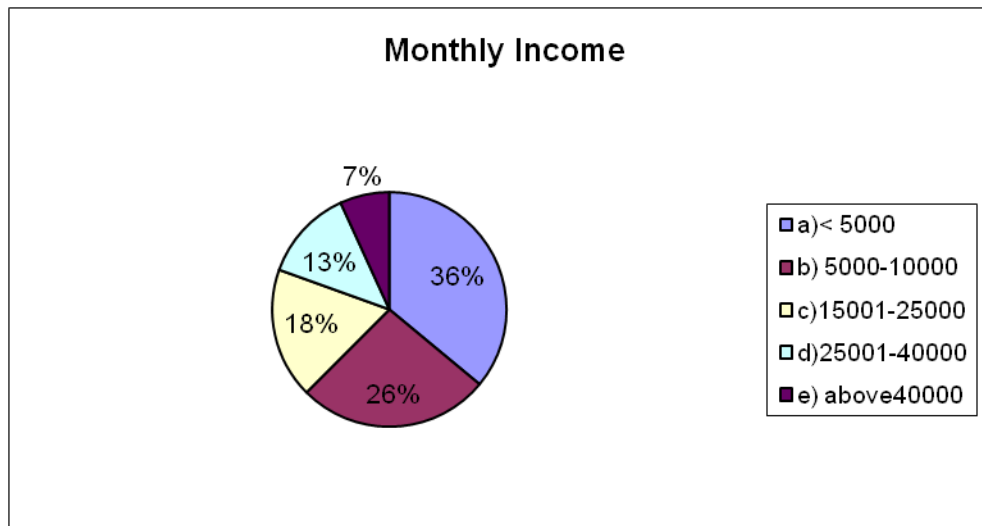
Q2. Gender a) Male - 670, b) Female - 530

Fig.-4.2



Q3. Income/monthly a) < 5000 -432, b) 5000-10000-318, c) 15001-25000-216, d) 25001-40000-152, e) above 40000-82

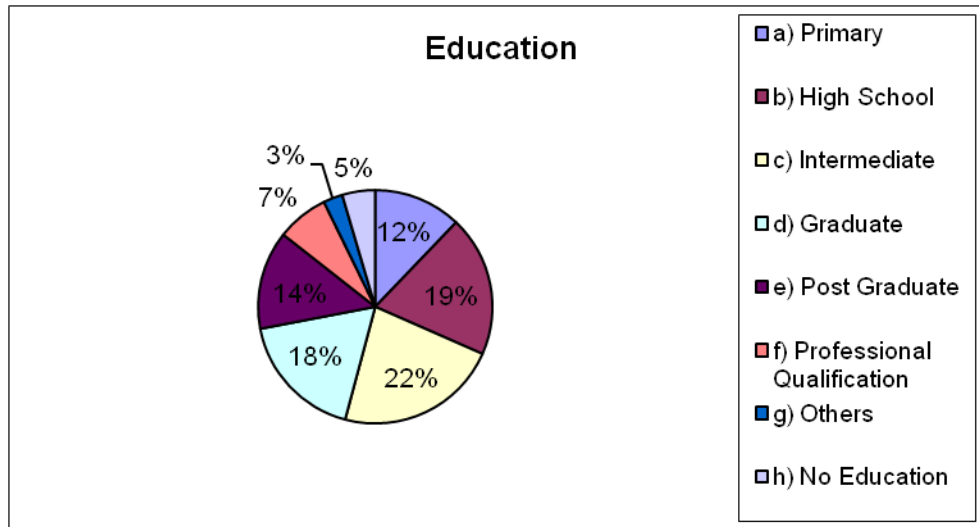
Fig.-4.3



Q4 Education:

a) Primary-146, b) High School-233, c) Intermediate-271, d) Graduate-214, e) Post Graduate-163, f) Professional Qualification-86, g) Others -32 e)No Education-55

Fig.-4.4



Interpretation – 1: From the above figures from 1-4 regarding age, gender, income and levels of education, it is evident that there was maximum participation of the persons aging between 20-40 years in the total respondents participated in the research drive. The ratio of male to female respondents is 14:11. 64% of the respondents earn more than Rs. 5000 per month. This indicates that economic conditions of the people living in the rural areas of the four districts under consideration have improved and the size of rural middle class has also increased.

Naresh Gupta, Director, Strategic Planning, Dentsu Marcom, in his article entitled “the new Indian middle class will impact the world of marketing in a big way”, published in 4ps of business and marketing, issue date - 23/09/2010 states that households earning up

to ₹45,000 per annum are dubbed as lower income households, and those earning over ₹1.8 lakh per annum are classified as high income households. But the real story lies in the number of households whose annual income falls between ₹45,000 to ₹1.8 lakh. In fact, this number has now reached a whopping 141 million households (out of the total 228 million households in the country), and this is what we call the great Indian middle class. This middle class now is over 60% of the entire population. This is a stupendous turnaround that we are seeing happen to our country.

The new middle class has been powered by women. Just look at the long term literacy data of India and the impact women are having will be clear. The female literacy rate has risen from 8.6% in 1951 to 54% in 2001 census. By the 2011 census, I am sure that this number would have crossed 60%. Interestingly, the growth of female literacy rate was 15% between 1991 and 2001, as against just 11% of male literacy growth. Clearly the women are catching up with males, and this is triggering a set of new trends. The growth of the new middle class is powered by women. With better education they are joining the work force in a greater number. With this they are taking control of their future, having a greater say in their weddings, deciding on when to have kids and how many. Apart from the demographic impact, they are also driving their partners with a greater zeal to improve their future. They are making the most of the change in their demographic and social status.

And not only women, the new middle class is changing the dynamics in a big way. For instance, the new middle class will impact the travel choices in a big way. The new found

economic freedom will translate into a greater desire to explore the world. They will pack their bags and take vacations at a greater frequency than ever before. And they will not always be looking at visiting their relatives.

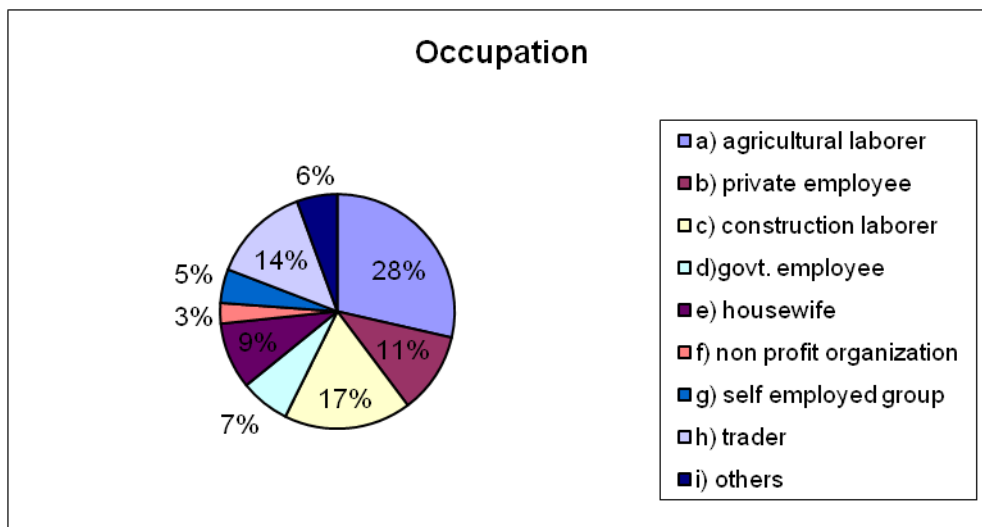
Further, the new middle class is very serious about securing their future. One of the first serious buying decisions they will take will involve buying a house. They might look at buying their own house even before they decide to buy a car. There is no better way to announce the transition than by buying a house. This means that the small home segment will boom in a much bigger way in the coming decade.

More than 92% of the respondents are literate. This concludes that the majority of the respondents is educationally matured to understand its needs and wants for services.

Q5. Occupation:

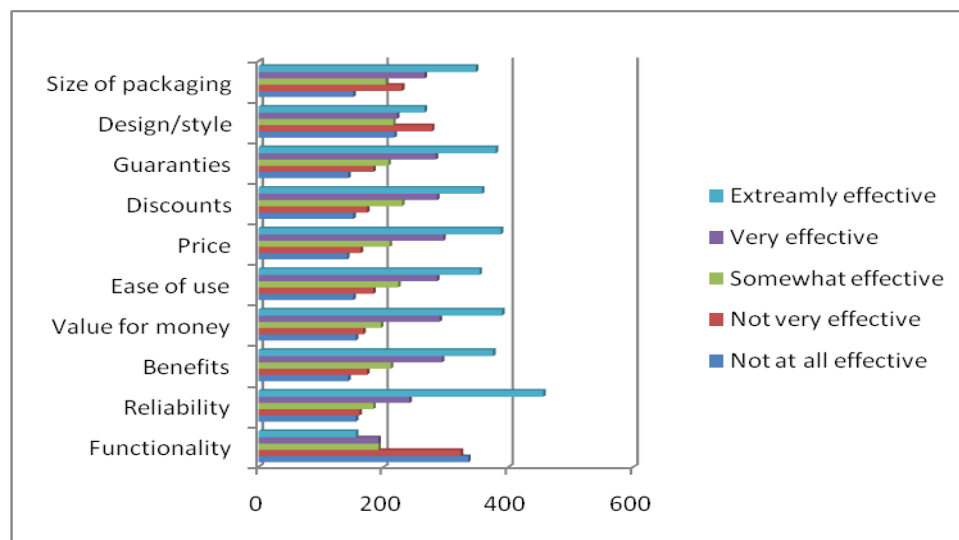
- a) Agricultural Laborer-343, b) Private Employee-134, c) Construction Laborer-211,
- d) Government Employee-82, e) Housewife-110, f) Non - profit Organization-34,
- g) Self Employed Group-56, h) Trader-163, i) Others-67

Fig.-4.5



Interpretation – 2: From the figure -5, it is clear that more than 72% of the respondents are employed in other than agriculture sector, both in organized and unorganized, which clearly indicates that the number of skilled work force is rapidly increasing in rural areas. This is why the socio economic conditions of the rural areas are changing fast and resultantly the gap between urban and rural India is getting reduced. The rural market is getting matured to experience the new and branded products.

Fig.4.6- Factors affecting buying decision in a product



Interpretation – 3: From the figure 6, it is clear that reliability, value for money and price are extremely effective factors from amongst the factors affecting buying decision of a product. Contrary to it functionality and design and style are extremely less effective factors. Guaranties, discounts, benefits and ease of use are very effective factors. So it is evident that more than 80% of the factors considered above do affect buying decision of a customer.

Table -4.1 Factors affecting buying decision in a product, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Functionality	336	324	192	192	156	1200	2.59	10	3.299	0.28	3.01 to 3.58	8.56	174	9.48	Rejected
Reliability	156	162	184	242	456	1200	3.59	1					135.6		
Benefits	144	174	212	294	376	1200	3.44	4					149		
Value for money	156	168	196	290	390	1200	3.48	2					163.2		
Ease of use	152	184	224	286	354	1200	3.34	6					109.3		
Price	142	164	210	296	388	1200	3.48	3					578.3		
Discounts	152	174	230	286	358	1200	3.34	6					1020.1		
Guaranties	144	184	208	284	380	1200	3.44	4					481.6		
Design/style	218	278	216	222	266	1200	2.97	9					14.6		
Size of packaging	152	230	204	266	348	1200	3.33	8					89.5		

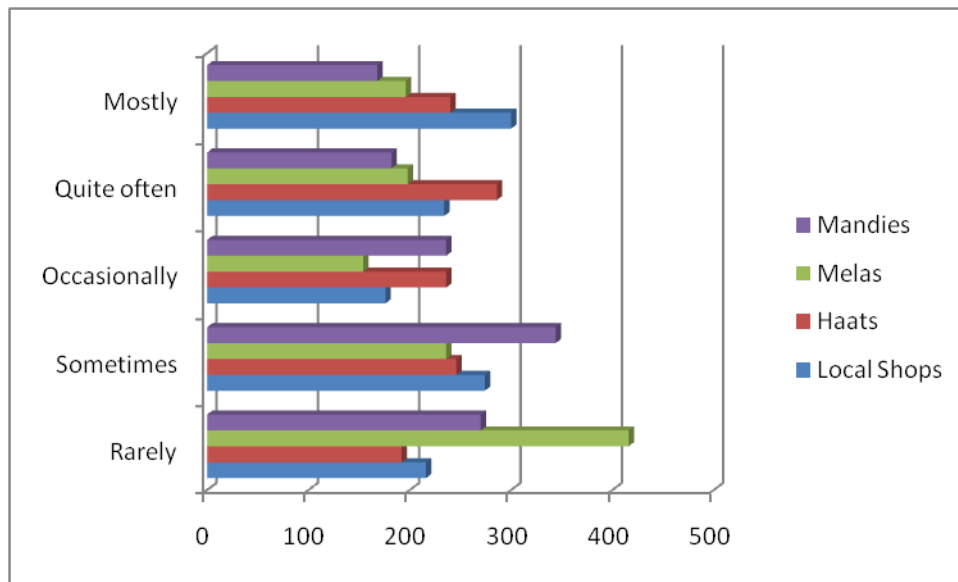
Interpretation – 4: From table -4.1, it is clear that reliability, value for money, price, benefits and guarantees are ranked from first to five, hence are highly effective factors in influencing the decision making. Mean awareness (μ) of the above ten under consideration factors’ affecting buying decision of a product is 3.29 with a standard deviation (σ) .28. Except functionality, design/style and reliability, all the rest of the factors fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations. Reliability falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area), which is in the right side of the area. Coefficient of variation is 8.5% which is less variable and hence more uniform. This connotes that all the factors except functionality and design/style are uniformly and consistently affecting the buying decision making process.

1-H0- There is no difference in the responses of the respondents for the ten factors considered above.

1-H1-There is difference in the respondents' responses for the ten factors – functionality, reliability, benefits, value for money, ease of use, price, guarantees, design/style and size of packaging

Interpretation – 5: From the above table – 4.1, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the ten factors – functionality, reliability, benefits, value for money, ease of use, price, guarantees, design/style and size of packaging.

Fig.4.7- Purchase location



Interpretation – 6: From the figure 7, it is clear that haats and local shops are the most preferred purchase locations. Melas and mandies are rarely used purchase locations. Most probably, such purchase locations are used for bulk purchases. So it is evident that haats

and local shops are used for frequent purchases whereas mandies and melas are used for less frequent or bulk purchase.

Table -4.2 Purchase location, rated from one to five.

Factors / Rating ↓ →	Rarely	Sometimes	Occasionally	Quite often	Mostly	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Local Shops	216	274	176	234	300	1200	3.11	2	2.88	0.23	2.65 to 3.11	7.99	39.4	9.48	Rejected
Haats	192	246	236	286	240	1200	3.11	1					18.6		
Melas	416	236	154	198	196	1200	2.6	4					878.1		
Mandies	270	344	236	182	168	1200	2.7	3					1058.9		

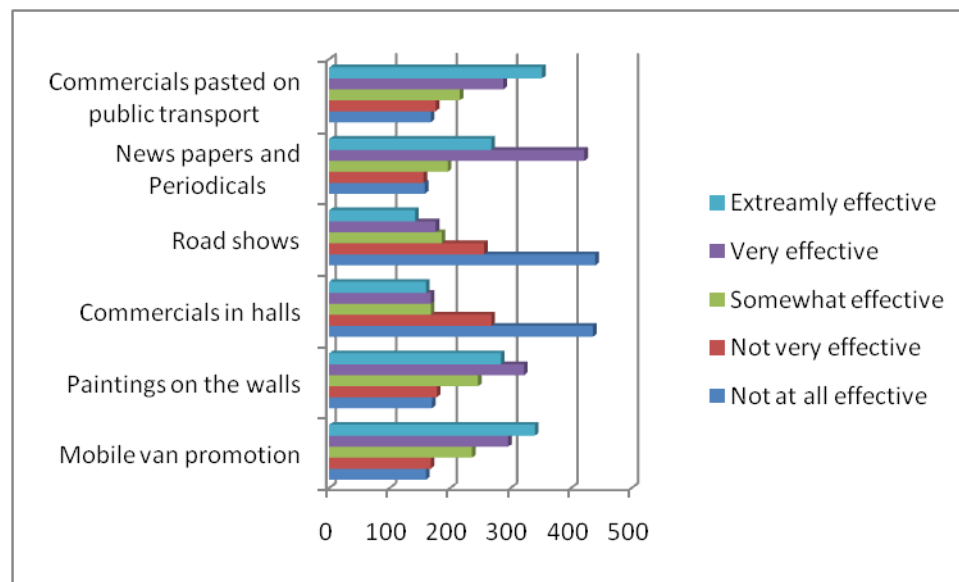
Interpretation – 7: From table -4.2, it is clear that haats and local shops are ranked first and second respectively, hence are most preferred purchase locations. Mandies and melas are ranked third and fourth respectively, hence are less preferred locations. Mean awareness (μ) of the above four purchase locations under consideration is 2.88 with a standard deviation (σ) .23. All the four purchase locations fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations. Coefficient of variation is 7.99% which is less variable and hence more uniform. This connotes that all the factors are uniformly and consistently chosen as purchase locations.

2- H0- There is no difference in the responses of the respondents for the four purchase locations considered above.

2- H1-There is difference in the respondents' responses for the four purchase locations – local shops, haats, melas, and mandies.

Interpretation – 8: From the above table – 4.2, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the four purchase locations – local shops, haats, melas, and mandies.

Fig.4.8- Promotional sources attracting you most



Interpretation – 9: From the figure 8, it is clear that mobile vans, news papers and periodicals and commercials pasted on public transport are highly effective promotional means. Paintings on the walls, commercials in halls and road shows are somewhat less effective promotional means. So it is evident from the figure that advertisers should prefer mobile vans, news papers and periodicals and commercials pasted on public transport to paintings on the walls, commercials in halls and road shows.

Table -4.3 Promotional sources attracting you most, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Mobile van	160	168	236	296	340	1200	3.41	1	3.07	0.44	2.62 to 3.51	14.3	480.7	9.48	Rejected
Paintings on the	170	178	246	322	284	1200	3.31	4					513.7		
Commercials in halls	436	268	168	168	160	1200	2.46	5					956.5		
Road shows	440	256	186	176	142	1200	2.44	6					919.8		
News papers and Periodicals	158	156	196	422	268	1200	3.41	2					206.7		
Commercials pasted on public transport	168	176	216	288	352	1200	3.4	3					102.9		

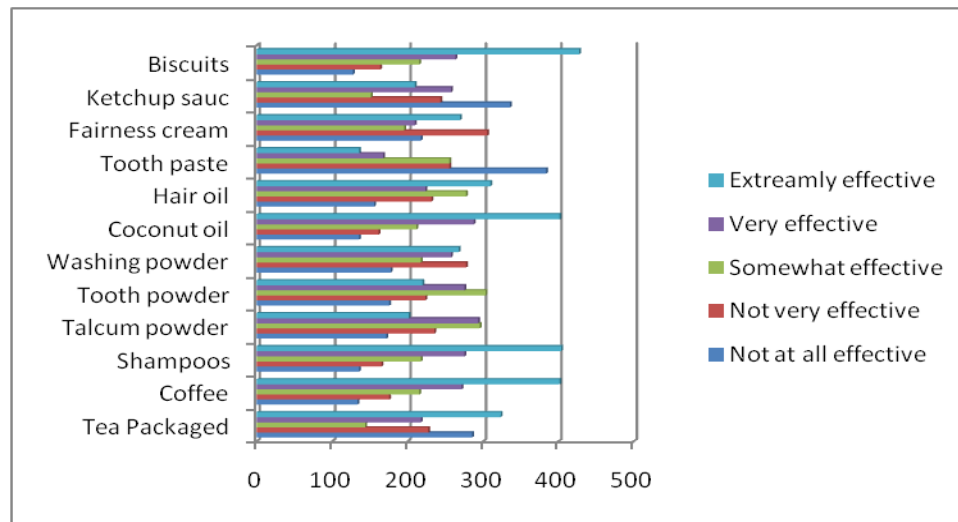
Interpretation – 10: From table -4.3, it is clear that mobile vans, news papers and periodicals, commercials pasted on public transport and paintings on the walls are ranked from 1 to 4 respectively, hence are most preferred and effective promotional source. Commercials in halls and road shows are less effective promotional source. Mean awareness (μ) of the above six promotional sources under consideration is 3.07 with a standard deviation (σ) 0.44. Except commercials in halls and road shows, all the promotional sources fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas commercials in halls and road shows fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area), which is in the left side of the area. Coefficient of variation is 14.3% which is highly variable and hence less uniform. This connotes that all the factors are less effective, but four out of six observations fall within two third of the area, hence they are more consistent and preferred promotional source.

3- H0- There is no difference in the responses of the respondents for the six promotional sources considered above.

3- H1- There is difference in the respondents' responses for the six promotional sources – mobile vans, paintings on the walls, commercials in halls, road shows, news papers and periodicals and commercials on the public transport.

Interpretation – 11: From the above table – 4.3, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the six promotional sources – mobile vans, paintings on the walls, commercials in halls, road shows, news papers and periodicals and commercials on the public transport.

Fig.4.9- impact of small packs and sachets on the purchase decision of FMCG products



Interpretation – 12: From the figure 9, it is clear that biscuits, coconut oil, shampoos, coffee and hair oil are extremely effective when sold in small packs and sachets. Washing

powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauc and tooth paste are also preferred by the customers in small packs and sachets. So it is evident from the figure that majority of the above mentioned FMCG products are preferred to be sold in small packs and sachets.

Table -4.4 Impact of small packs and sachets on the purchase decision of FMCG products, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Tea Packaged	286	228	144	218	324	1200	3.06	9	3.18	0.31	2.86 to 3.49	9.75	79.2	9.48	Rejected
Coffee	134	176	216	272	402	1200	3.53	4					1056.3		
Shampoos	136	166	218	276	404	1200	3.54	3					1065		
Talcum powder	172	236	296	294	202	1200	3.1	8					50.5		
Tooth powder	176	224	304	276	220	1200	3.12	7					42.2		
Washing powder	178	278	218	258	268	1200	3.13	6					15.7		
Coconut oil	136	162	212	288	402	1200	3.55	2					1037.7		
Hair oil	156	232	278	224	310	1200	3.25	5					57.1		
Tooth paste	384	256	256	168	136	1200	2.51	12					962.5		
Fairness cream	218	306	196	210	270	1200	3.01	10					35.7		
Ketchup sauc	336	244	152	258	210	1200	2.8	11					75.8		
Biscuits	128	164	216	264	428	1200	3.58	1					965.7		

Interpretation – 13: From table -4.4, it is clear that biscuits, coconut oil, shampoos, coffee and hair oil are ranked from 1 to 5 respectively, hence are extremely preferred to be sold in small packs and sachets. Washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauc and tooth paste are ranked from 6 to 12, hence are very effectively sold in small packs and sachets. . Mean awareness (μ) of the above 12 FMCG products under consideration is 3.18 with a standard deviation (σ) 0.31. Hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas Biscuits, coconut oil, shampoos, coffee, ketchup sauc and tooth paste fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area). Coefficient of variation is 9.75% which is moderately variable and hence

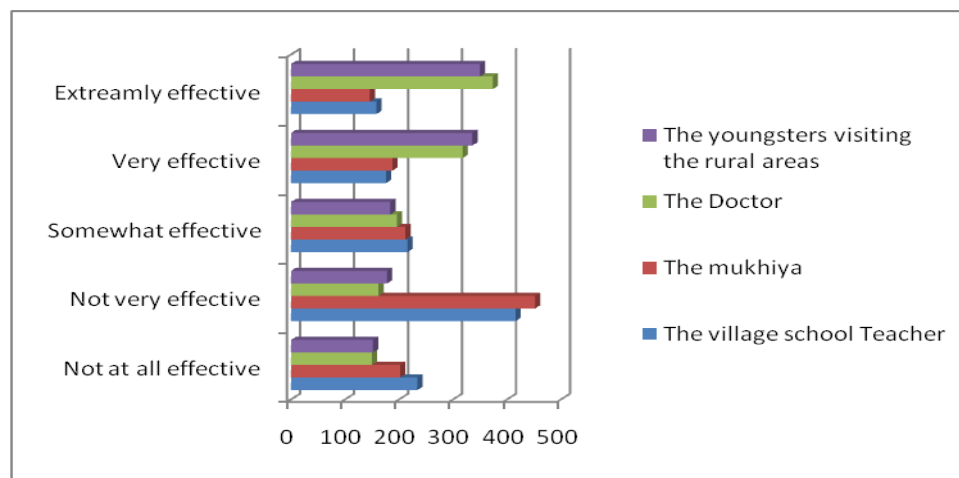
moderately uniform. This connotes that majority of the above 12 FMCG products are highly preferred to be sold in small packs and sachets.

4-H0- There is no difference in the responses of the respondents for purchasing the 12 FMCG products in small packs and sachets considered above.

4-H1-There is difference in the respondents’ responses for purchasing the 12 FMCG products in small packs and sachets – biscuits, coconut oil, shampoos, coffee, hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauce and tooth paste.

Interpretation – 14: From the above table – 4.4, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents’ responses for purchasing the 12 FMCG products in small packs and sachets – biscuits, coconut oil, shampoos, coffee, hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauce and tooth paste.

Fig.4.10- Effectiveness of opinion leader’s advice in the purchase decision of FMCG products



Interpretation – 15: From the figure 10, it is clear that the doctors and youngsters visiting rural areas are the most effective opinion leaders in influencing the purchase decision of customers in the rural markets in comparison to the Mukhiya and village school teacher. So it is evident from the figure that rural customers get influenced more by the doctors and youngsters from urban areas.

Table -4.5 Effectiveness of opinion leader's advice in the purchase of a product, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
The village school Teacher	234	416	216	176	158	1200	2.67	4	3.08	0.4	2.67 to 3.48	13	176.7	9.48	Rejected
The mukhiya	202	452	212	188	146	1200	2.69	3					244.6		
The Doctor	150	162	196	318	374	1200	3.5	1					167.3		
The youngsters visiting the rural areas	152	178	184	336	350	1200	3.46	2					150.1		

Interpretation – 16: From table -4.5, it is clear that the doctors and youngsters visiting rural areas are ranked first and second respectively, hence are extremely effective opinion leaders amongst the customers of rural markets. Mukhiya and the village school teachers are ranked third and fourth respectively, and hence, are not that much influencing. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.08 with a standard deviation (σ) 0.4. The youngsters visiting rural areas, mukhiya and the village school teachers fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas the doctor falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area). Coefficient of variation is 13% which is highly variable and hence less uniform. This connotes that the doctors and the youngsters

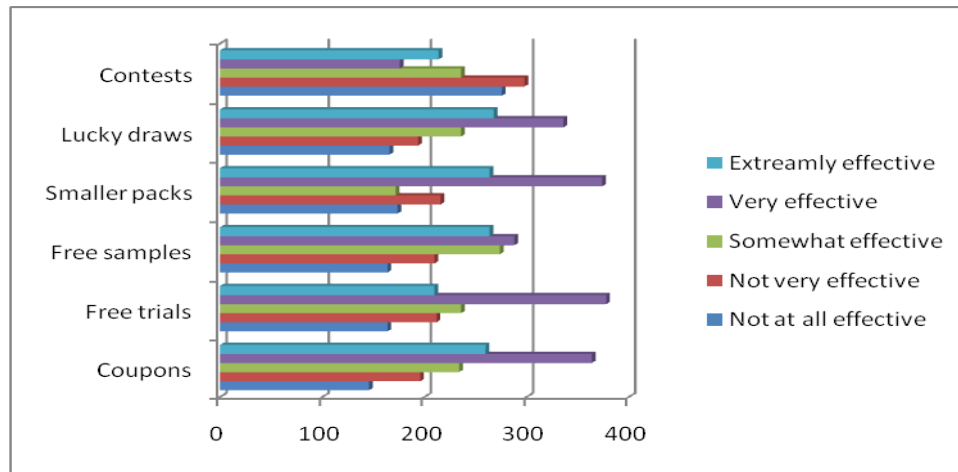
from urban areas are the most effective opinion leaders in influencing the rural customers in comparison to the mukhiya and the village school teacher.

5- H1-There is difference in the respondents' responses in deciding the opinion leaders.

5- H0- There is no difference in the responses of the respondents for deciding the opinion leaders.

Interpretation – 17: From the above table – 4.5, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the responses of the respondents for deciding the opinion leaders.

Fig.4.11- Effectiveness of sales promotion scheme



Interpretation – 18: From the figure 11, it is clear that coupons, lucky draws, smaller packs and free samples are the most effective sales promotional schemes in the rural markets in comparison to free trial and contests. So it is evident from the figure that rural customers get influenced to exhibit purchase behavior more by coupons, lucky draws, smaller packs and free samples than free trials and contests.

Table -4.6 Effectiveness of sales promotion schemes in the purchase of a product, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Coupons	146	196	234	364	260	1200	3.33	1	3.19	0.18	3.00 to 3.37	5.64	110.7	9.48	Rejected
Free trials	164	212	236	378	210	1200	3.22	5					110.5		
Free samples	164	210	274	288	264	1200	3.23	4					93.5		
Smaller packs	174	216	172	374	264	1200	3.28	3					117		
Lucky draws	166	194	236	336	268	1200	3.29	2					35		
Contests	276	298	236	176	214	1200	2.8	6					87.2		

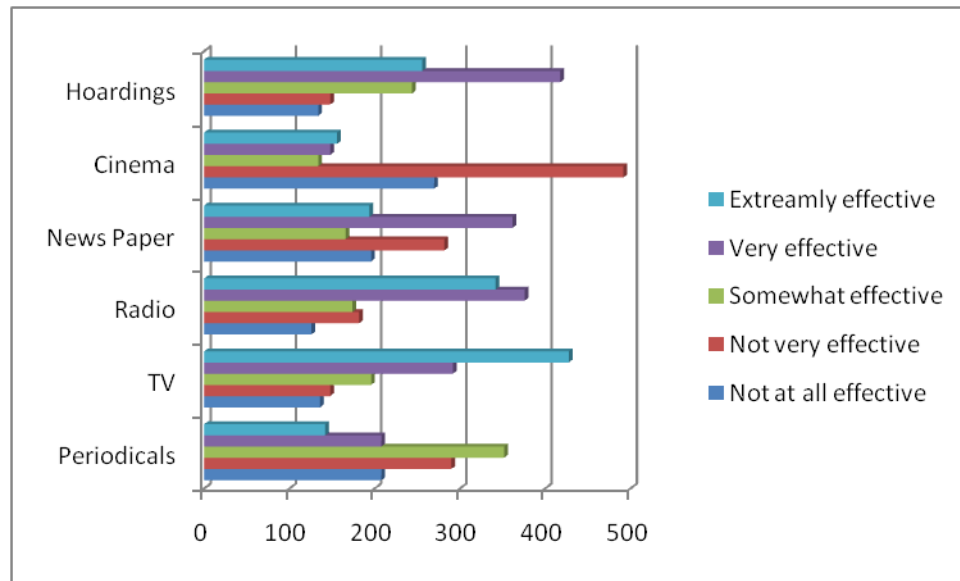
Interpretation – 19: From table -4.6, it is clear that coupons, lucky draws, smaller packs and free samples are ranked from first to fourth respectively, hence are extremely effective sales promotional schemes amongst the customers of rural markets. Free samples and contests are ranked fifth and sixth respectively, and hence, are less effective promotional scheme. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.19 with a standard deviation (σ) 0.18. Except contest, all the rest of the factors mentioned above fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas contest, itself, falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the left side of the area. Coefficient of variation is 5.64% which is less variable and hence more uniform. This connotes that the above mentioned promotional schemes except contests are the most effective sales tools in increasing the sales in the rural markets.

6-H0- There is no difference in the responses of the respondents for various promotional scheme considered above.

6- H1-There is difference in the respondents' responses in the sales promotion schemes.

Interpretation – 20: From the above table – 4.6, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in the sales promotion schemes.

Fig.4.12- Effectiveness of media sources in creating awareness



Interpretation – 21: From the figure 12, it is clear that TV, radio, hoardings and news papers are the most effective media sources in creating awareness of the products in the rural markets in comparison to periodicals and cinema. So it is evident from the figure that except periodicals and cinema, all the media sources are most effective in creating awareness about the product in the rural markets.

Table -4.7 Effectiveness of the media sources in creating the awareness, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Periodicals	208	290	352	208	142	1200	2.82	5	3.16	0.39	2.76 to 3.55	12.3	111.2	9.48	Rejected
TV	136	148	196	292	428	1200	3.61	1					246.9		
Radio	126	182	174	376	342	1200	3.52	2					206.7		
News Paper	196	282	166	362	194	1200	3.06	4					109		
Cinema	270	492	134	148	156	1200	2.52	6					379.8		
Hoardings	134	148	244	418	256	1200	3.43	3					215.2		

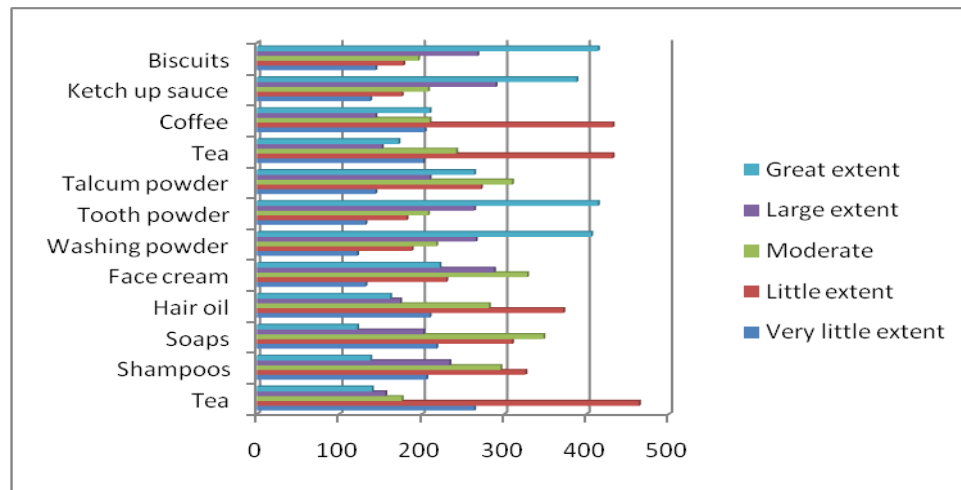
Interpretation – 22: From table -4.7, it is clear that TV, radio, hoardings and news papers are ranked from first to fourth respectively, hence are extremely effective media sources in creating awareness about the products amongst the customers of rural markets. Periodicals and cinema are ranked fifth and sixth respectively, and hence, are less effective media sources. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.16 with a standard deviation (σ) 0.39. Periodicals, radio, news paper and hoardings fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas TV and cinema fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 12.3% which is more variable and hence less uniform. This connotes that the above mentioned media sources except periodicals and cinema are the most effective media sources in creating awareness in the rural markets.

7- H0- There is no difference in the responses of the respondents for various media sources considered above.

7- H1- There is difference in the respondents' responses in creating the awareness about the different FMCG products through different media sources.

Interpretation – 23: From the above table – 4.7, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through different media sources.

Fig.4.13- Effectiveness of demonstration as promotional medium



Interpretation – 24: From the figure 13, it is clear that washing powder, tooth powder, biscuits and ketchup sauce are demonstrated most effectively as a promotional medium in creating awareness of FMCG products in the rural markets in comparison to face cream, talcum powder, shampoos, coffee, hair oil, soaps and tea. So it is evident from the figure that not all the FMCG products mentioned above are effectively demonstrated as promotional medium in creating awareness about the product in the rural markets.

Table -4.8 Effectiveness of demonstrations as promotional medium to increase awareness of FMCG product categories,

Factors / Rating ↓ →	Very little extent	Little extent	Moderate	Large extent	Great extent	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Tea	264	464	176	156	140	1200	2.54	12	3.06	0.36	2.69 to 3.43	11.8	299.6	9.48	Rejected
Shampoos	206	326	296	234	138	1200	2.81	7					92.2		
Soaps	218	310	348	202	122	1200	2.75	10					135		
Hair oil	210	372	282	174	162	1200	2.76	9					127.2		
Face cream	132	230	328	288	222	1200	3.2	5					92.2		
Washing powder	122	188	218	266	406	1200	3.54	1					188.9		
Tooth powder	132	182	208	264	414	1200	3.54	1					195.4		
Talcum powder	144	272	310	210	264	1200	3.15	6					69.2		
Tea	202	432	242	152	172	1200	2.72	11					211.1		
Coffee	204	432	210	144	210	1200	2.77	8					204.9		
Ketch up sauce	138	176	208	290	388	1200	3.51	4					166.3		
Biscuits	144	178	196	268	414	1200	3.53	3					191.9		

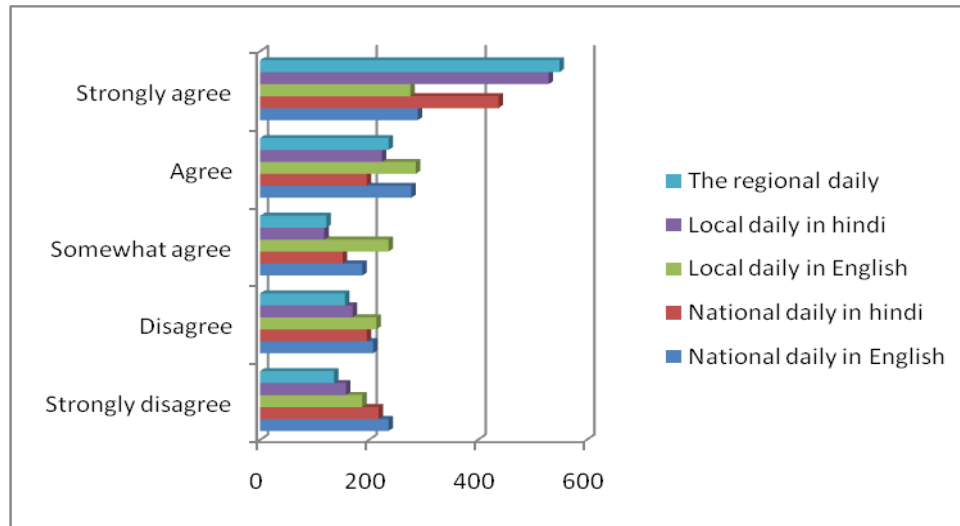
Interpretation – 25: From table -4.8, it is clear that washing powder, tooth powder, biscuits and ketchup sauce are ranked from first to fourth respectively, hence are extremely effective demonstrations as promotional medium in creating awareness about the products amongst the customers of rural markets. Rest of the factors are ranked fifth to twelfth respectively, and hence, are less effective demonstrations as promotional media. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.06 with a standard deviation (σ) 0.36. shampoos, soaps, hair oil, face cream, talcum powder, and coffee fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas rest of the products mentioned above fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 11.83% which is more variable and hence less uniform. This connotes that the majority of above mentioned products are effectively demonstrated as better promotional media in creating awareness in the rural markets.

8-H0- There is no difference in the responses of the respondents for various demonstrative products considered above.

8- H1-There is difference in the respondents' responses in creating the awareness about the different FMCG products through demonstration of different products.

Interpretation – 26: From the above table – 4.8, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through demonstration of different products.

Fig.4.14- Effectiveness of dailies in creating brand knowledge or awareness



Interpretation – 27: From the figure 14, it is clear that the regional daily, local and national dailies in Hindi are the most effective promotional media vehicle in creating awareness of FMCG products in the rural markets in comparison to national dailies in

English. So it is evident from the figure that regional, national and local dailies in Hindi are the most effective media vehicle in creating awareness about the product in the rural markets.

Table -4.9 Effectiveness of the dailies creating the maximum brand knowledge or awareness, rated from one to five.

Factors / Rating ↓ →	Strongly disagree	Disagree	Somewhat agree	Agree	Strongly agree	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
National daily in English	236	208	188	278	290	1200	3.15	5	3.42	0.24	3.18 to 3.67	7.02	32	9.48	Rejected
National daily in hindi	218	196	152	196	438	1200	3.37	3					213.7		
Local daily in English	188	214	236	286	276	1200	3.21	4					28.3		
Local daily in hindi	158	170	118	224	530	1200	3.67	2					461.9		
The regional daily	136	156	122	236	550	1200	3.76	1					532.9		

Interpretation – 28: From table -4.9, it is clear that the regional daily, local daily in Hindi, national daily in Hindi are ranked from first to third respectively, hence are extremely effective media vehicle in creating awareness about the products amongst the customers of rural markets. National dailies in English are ranked fourth and fifth respectively, and hence, are less effective media vehicle in creating awareness about the products amongst the customers of rural markets. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.42 with a standard deviation (σ) 0.24. National daily in Hindi, Local daily in English and hindi fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas the regional daily and national daily in English fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 7.02% which is less variable and hence more uniform. This

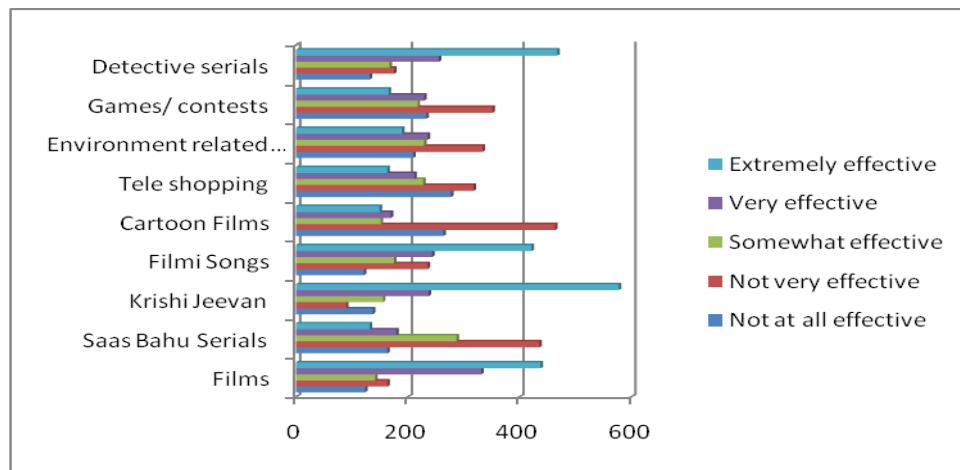
connotes that the regional, local and national dailies in Hindi are the most effective media vehicle in creating awareness of the products in the rural markets.

9- H0- There is no difference in the responses of the respondents for various media vehicle considered above.

9- H1-There is difference in the respondents' responses in creating the awareness about the different FMCG products through different regional and national and local Hindi dailies.

Interpretation – 29: From the above table – 4.9, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through different regional and national and local Hindi dailies.

Fig.4.15- TV programmes attracting the attention of customers



Interpretation – 30: From the figure 15, it is clear that Krishi Jeevan, films, detective serials, film songs and environment related programmes are the most effective TV

programmes attracting the attention of the customers in the rural markets in comparison to games / contests, Saas Bahu serial, tele shopping and cartoon films . So it is evident from the figure that Krishi Jeevan, films, detective serials, film songs and environment related programmes are the most effective TV programmes attracting the attention of the customers in the rural markets.

Table -4.10 TV programmes attracting the attention of the customers, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Films	124	164	142	332	438	1200	3.66	2	3.14	0.47	2.67 to 3.62	15	318.7	9.48	Rejected
Saas Bahu Serials	164	436	288	180	132	1200	2.73	7					257.3		
Krishi Jeevan	138	90	156	238	578	1200	3.86	1					642.5		
Filmi Songs	122	236	176	244	422	1200	3.51	4					213.2		
Cartoon Films	264	464	152	170	150	1200	2.57	9					297.9		
Tele shopping	278	318	228	212	164	1200	2.72	8					59.3		
Environment related programmes	210	334	230	236	190	1200	2.89	5					51.4		
Games/ contests	234	352	218	230	166	1200	2.79	6					77.6		
Detective serials	132	176	168	256	468	1200	3.63	3					304.9		

Interpretation – 31: From table -4.10, it is clear that Krishi Jeevan, films, detective serials, film songs and environment related programmes are ranked from 1 to 5 respectively, hence are extremely effective TV programmes in attracting the attention of the customers in rural markets. Rest of the serials mentioned above are ranked from 6 to 9 respectively, and hence, are less attractive programmes to the customers of rural markets. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.14 with a standard deviation (σ) 0.47. Saas Bahu serials, film songs, tele shopping, environment related programmes and games and contests fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third

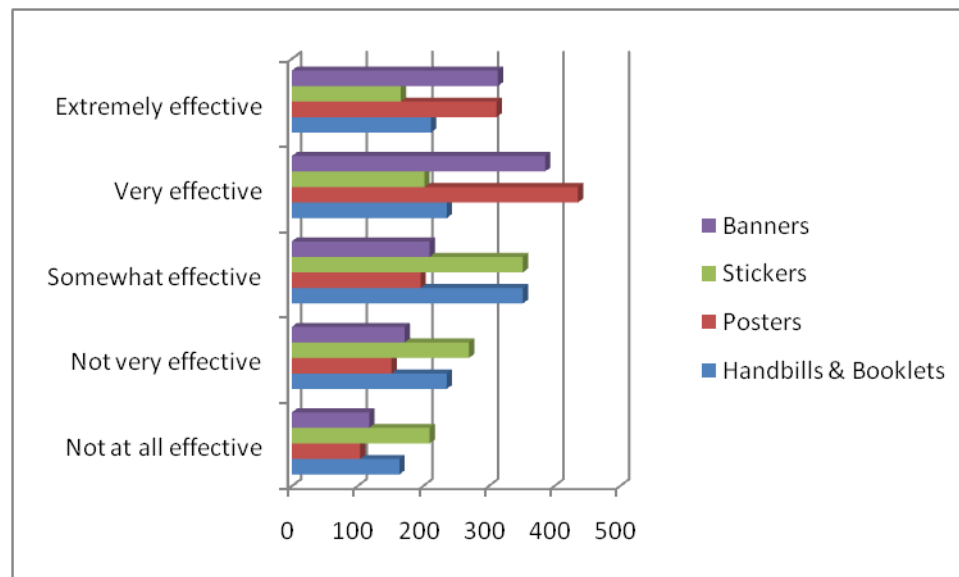
(68.27% of the area) of the observations, whereas films, Krishi jeevan, cartoon films and detective serials fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 15% which is more variable and hence less uniform. This connotes that Krishi Jeevan, films, detective serials, film songs and environment related programmes are extremely effective TV programmes in attracting the attention of the customers in rural markets.

10- H0- There is no difference in the responses of the respondents for various TV programmes considered above.

10- H1-There is difference in the respondents' responses in attracting the various TV programmes.

Interpretation – 32: From the above table – 4.10, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in attracting the various TV programmes.

Fig.4.16- effectiveness of mass media sources in creating awareness



Interpretation – 33: From the figure 16, it is clear that posters and banners are the most effective media sources in creating awareness about the products in the customers in the rural markets in comparison to hand bills and stickers. So it is evident from the figure that advertisers should rely more on posters and banners in creating awareness about the products in the customers in the rural markets.

Table -4.11 Effectiveness of mass media sources in creating awareness, rated from one to five.

Factors / Rating ↓ →	Not at all effective	Not very effective	Somewhat effective	Very effective	Extremely effective	Total	Weighted Average	Rank	Mean of WA (μ)	SD (σ)	Range ($\mu \pm \sigma$)	CV	χ^2 Calculated Value	χ^2 Table Value at 5% d.f.-4	Null Hypothesis Rejected / Accepted
Handbills & Booklets	164	236	352	236	212	1200	3.08	3	3.25	0.29	2.96 to 3.55	8.92	79.7	9.48	Rejected
Posters	104	152	196	436	312	1200	3.58	1					299		
Stickers	210	270	352	202	166	1200	2.87	4					88.6		
Banners	118	172	210	386	314	1200	3.51	2					196.6		

Interpretation – 34: From table -4011, it is clear that posters and banners are ranked first and second respectively, hence are extremely effective media sources in creating awareness in the customers in rural markets. Hand bills and stickers are ranked third and fourth respectively, and hence, are less effective media sources in creating awareness in the customers in rural markets.. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.25 with a standard deviation (σ) 0.29. Hand bills and banners fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas posters and stickers fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area

respectively. Coefficient of variation is 8.92% which is less variable and hence more uniform. This connotes that companies of FMCG products should rely more on posters and banners in creating awareness about the products in the customers in the rural markets.

11- H0- There is no difference in the responses of the respondents for various mass media sources considered above.

11- H1-There is difference in the respondents' responses towards posters and banners.

Interpretation – 35: From the above table – 4.11, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses towards posters and banners.

CHAPTER -5

FINDINGS

Outline: Includes finding of primary as well as secondary data also.

5.1 Findings based on primary data

Findings based on primary are sourced from interpretations and analyses in chapter.

1- From interpretation 1 regarding age, gender, income and levels of education, it is evident that there was maximum participation of the persons aging between 20-40 years in the total respondents participated in the research drive. The ratio of male to female respondents is 14:11. 64% of the respondents earn more than Rs. 5000 per month. This indicates that economic conditions of the people living in the rural areas of the four districts under consideration have improved and the size of rural middle class has also increased.

Naresh Gupta, Director, Strategic Planning, Dentsu Marcom, in his article entitled “the new Indian middle class will impact the world of marketing in a big way”, published in 4ps of business and marketing, issue date - 23/09/2010 states that households earning up to `45,000 per annum are dubbed as lower income households, and those earning over `1.8 lakh per annum are classified as high income households. But the real story lies in the number of households whose annual income falls between `45,000 to `1.8 lakh. In fact, this number has now reached a whopping 141 million households (out of the total

228 million households in the country), and this is what we call the great Indian middle class. This middle class now is over 60% of the entire population. This is a stupendous turnaround that we are seeing happen to our country.

The new middle class has been powered by women. Just look at the long term literacy data of India and the impact women are having will be clear. The female literacy rate has risen from 8.6% in 1951 to 54% in 2001 census. By the 2011 census, I am sure that this number would have crossed 60%. Interestingly, the growth of female literacy rate was 15% between 1991 and 2001, as against just 11% of male literacy growth. Clearly the women are catching up with males, and this is triggering a set of new trends. The growth of the new middle class is powered by women. With better education they are joining the work force in a greater number. With this they are taking control of their future, having a greater say in their weddings, deciding on when to have kids and how many. Apart from the demographic impact, they are also driving their partners with a greater zeal to improve their future. They are making the most of the change in their demographic and social status.

And not only women, the new middle class is changing the dynamics in a big way. For instance, the new middle class will impact the travel choices in a big way. The new found economic freedom will translate into a greater desire to explore the world. They will pack their bags and take vacations at a greater frequency than ever before. And they will not always be looking at visiting their relatives.

Further, the new middle class is very serious about securing their future. One of the first serious buying decisions they will take will involve buying a house. They might look at buying their own house even before they decide to buy a car. There is no better way to announce the transition than by buying a house. This means that the small home segment will boom in a much bigger way in the coming decade.

More than 92% of the respondents are literate. This concludes that the majority of the respondents is educationally matured to understand its needs and wants for services.

2- From interpretation 2, it is clear that more than 72% of the respondents are employed in other than agriculture sector, both in organized and unorganized, which clearly indicates that the number of skilled work force is rapidly increasing in rural areas. This is why the socio economic conditions of the rural areas are changing fast and resultantly the gap between urban and rural India is getting reduced. The rural market is getting matured to experience the new and branded products.

3- From interpretation 3, it is clear that reliability, value for money and price are extremely effective factors from amongst the factors affecting buying decision of a product. Contrary to it functionality and design and style are extremely less effective factors. Guaranties, discounts, benefits and ease of use are very effective factors. So it is evident that more than 80% of the factors considered above do affect buying decision of a customer.

4- From interpretation 4, it is clear that reliability, value for money, price, benefits and guarantees are ranked from first to five, hence are highly effective factors in influencing the decision making. Mean awareness (μ) of the above ten under consideration factors' affecting buying decision of a product is 3.29 with a standard deviation (σ) .28. Except functionality, design/style and reliability, all the rest of the factors fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations. Reliability falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area), which is in the right side of the area. Coefficient of variation is 8.5% which is less variable and hence more uniform. This connotes that all the factors except functionality and design/style are uniformly and consistently affecting the buying decision making process.

5- From interpretation 5, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the ten factors – functionality, reliability, benefits, value for money, ease of use, price, guarantees, design/style and size of packaging.

6- From interpretation 6, it is clear that haats and local shops are the most preferred purchase locations. Melas and mandies are rarely used purchase locations. Most probably, such purchase locations are used for bulk purchases. So it is evident that haats and local shops are used for frequent purchases whereas mandies and melas are used for less frequent or bulk purchase.

7- From interpretation 7, it is clear that haats and local shops are ranked first and second respectively, hence are most preferred purchase locations. Mandies and melas are ranked third and fourth respectively, hence are less preferred locations. Mean awareness (μ) of the above four purchase locations under consideration is 2.88 with a standard deviation (σ) .23. All the four purchase locations fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations. Coefficient of variation is 7.99% which is less variable and hence more uniform. This connotes that all the factors are uniformly and consistently chosen as purchase locations.

8- From interpretation 8, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the four purchase locations – local shops, haats, melas, and mandies.

9- From interpretation 9, it is clear that mobile vans, news papers and periodicals and commercials pasted on public transport are highly effective promotional means. Paintings on the walls, commercials in halls and road shows are somewhat less effective promotional means. So it is evident from the figure that advertisers should prefer mobile vans, news papers and periodicals and commercials pasted on public transport to paintings on the walls, commercials in halls and road shows.

10- From interpretation 10, it is clear that mobile vans, news papers and periodicals, commercials pasted on public transport and paintings on the walls are ranked from 1 to 4 respectively, hence are most preferred and effective promotional source. Commercials in halls and road shows are less effective promotional source. Mean awareness (μ) of the above six promotional sources under consideration is 3.07 with a standard deviation (σ) 0.44. Except commercials in halls and road shows, all the promotional sources fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas commercials in halls and road shows fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area), which is in the left side of the area. Coefficient of variation is 14.3% which is highly variable and hence less uniform. This connotes that all the factors are less effective, but four out of six observations fall within two third of the area, hence they are more consistent and preferred promotional source.

11- From interpretation 11, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for the six promotional sources – mobile vans, paintings on the walls, commercials in halls, road shows, news papers and periodicals and commercials on the public transport.

12- From interpretation 12, it is clear that biscuits, coconut oil, shampoos, coffee and hair oil are extremely effective when sold in small packs and sachets. Washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauc and tooth paste are also preferred by the customers in small packs and sachets. So it is evident from the

figure that majority of the above mentioned FMCG products are preferred to be sold in small packs and sachets.

13- From interpretation 13, it is clear that biscuits, coconut oil, shampoos, coffee and hair oil are ranked from 1 to 5 respectively, hence are extremely preferred to be sold in small packs and sachets. Washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauce and tooth paste are ranked from 6 to 12, hence are very effectively sold in small packs and sachets. . Mean awareness (μ) of the above 12 FMCG products under consideration is 3.18 with a standard deviation (σ) 0.31. Hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas Biscuits, coconut oil, shampoos, coffee, ketchup sauce and tooth paste fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area). Coefficient of variation is 9.75% which is moderately variable and hence moderately uniform. This connotes that majority of the above 12 FMCG products are highly preferred to be sold in small packs and sachets.

14- From interpretation 14, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses for purchasing the 12 FMCG products in small packs and sachets – biscuits, coconut oil, shampoos, coffee, hair oil, washing powder, tooth powder, talcum powder, tea packaged, fairness cream, ketchup sauce and tooth paste.

15- From interpretation 15, it is clear that the doctors and youngsters visiting rural areas are the most effective opinion leaders in influencing the purchase decision of customers in the rural markets in comparison to the Mukhiya and village school teacher. So it is evident from the figure that rural customers get influenced more by the doctors and youngsters from urban areas.

16- From interpretation 16, it is clear that the doctors and youngsters visiting rural areas are ranked first and second respectively, hence are extremely effective opinion leaders amongst the customers of rural markets. Mukhiya and the village school teachers are ranked third and fourth respectively, and hence, are not that much influencing. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.08 with a standard deviation (σ) 0.4. The youngsters visiting rural areas, mukhiya and the village school teachers fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas the doctor falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area). Coefficient of variation is 13% which is highly variable and hence less uniform. This connotes that the doctors and the youngsters from urban areas are the most effective opinion leaders in influencing the rural customers in comparison to the mukhiya and the village school teacher.

17 – From interpretation 17, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence,

the alternate hypothesis is accepted that there is difference in the responses of the respondents for deciding the opinion leaders.

18- From interpretation 18, it is clear that coupons, lucky draws, smaller packs and free samples are the most effective sales promotional schemes in the rural markets in comparison to free trial and contests. So it is evident from the figure that rural customers get influenced to exhibit purchase behavior more by coupons, lucky draws, smaller packs and free samples than free trials and contests.

19 – From interpretation 19, it is clear that coupons, lucky draws, smaller packs and free samples are ranked from first to fourth respectively, hence are extremely effective sales promotional schemes amongst the customers of rural markets. Free samples and contests are ranked fifth and sixth respectively, and hence, are less effective promotional scheme. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.19 with a standard deviation (σ) 0.18. Except contest, all the rest of the factors mentioned above fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas contest, itself, falls within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the left side of the area. Coefficient of variation is 5.64% which is less variable and hence more uniform. This connotes that the above mentioned promotional schemes except contests are the most effective sales tools in increasing the sales in the rural markets.

20 – From interpretation 20, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence,

the alternate hypothesis is accepted that there is difference in the respondents' responses in the sales promotion schemes.

21- From interpretation 21, it is clear that TV, radio, hoardings and news papers are the most effective media sources in creating awareness of the products in the rural markets in comparison to periodicals and cinema. So it is evident from the figure that except periodicals and cinema, all the media sources are most effective in creating awareness about the product in the rural markets.

22- From interpretation 22, it is clear that TV, radio, hoardings and news papers are ranked from first to fourth respectively, hence are extremely effective media sources in creating awareness about the products amongst the customers of rural markets. Periodicals and cinema are ranked fifth and sixth respectively, and hence, are less effective media sources. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.16 with a standard deviation (σ) 0.39. Periodicals, radio, news paper and hoardings fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas TV and cinema fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 12.3% which is more variable and hence less uniform. This connotes that the above mentioned media sources except periodicals and cinema are the most effective media sources in creating awareness in the rural markets.

23- From interpretation 23, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence,

the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through different media sources.

24- From interpretation 24, it is clear that washing powder, tooth powder, biscuits and ketchup sauce are demonstrated most effectively as a promotional medium in creating awareness of FMCG products in the rural markets in comparison to face cream, talcum powder, shampoos, coffee, hair oil, soaps and tea. So it is evident from the figure that not all the FMCG products mentioned above are effectively demonstrated as promotional medium in creating awareness about the product in the rural markets.

25 – From interpretation 25, it is clear that washing powder, tooth powder, biscuits and ketchup sauce are ranked from first to fourth respectively, hence are extremely effective demonstrations as promotional medium in creating awareness about the products amongst the customers of rural markets. Rest of the factors are ranked fifth to twelfth respectively, and hence, are less effective demonstrations as promotional media. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.06 with a standard deviation (σ) 0.36. shampoos, soaps, hair oil, face cream, talcum powder, and coffee fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas rest of the products mentioned above fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 11.83% which is more variable and hence less uniform. This connotes that the majority of above mentioned products are

effectively demonstrated as better promotional media in creating awareness in the rural markets.

26- From interpretation 26, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through demonstration of different products.

27 – From interpretation 27, it is clear that the regional daily, local and national dailies in Hindi are the most effective promotional media vehicle in creating awareness of FMCG products in the rural markets in comparison to national dailies in English. So it is evident from the figure that regional, national and local dailies in Hindi are the most effective media vehicle in creating awareness about the product in the rural markets.

28 – From interpretation 28, it is clear that the regional daily, local daily in Hindi, national daily in Hindi are ranked from first to third respectively, hence are extremely effective media vehicle in creating awareness about the products amongst the customers of rural markets. National dailies in English are ranked fourth and fifth respectively, and hence, are less effective media vehicle in creating awareness about the products amongst the customers of rural markets. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.42 with a standard deviation (σ) 0.24. National daily in Hindi, Local daily in English and hindi fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the

observations, whereas the regional daily and national daily in English fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 7.02% which is less variable and hence more uniform. This connotes that the regional, local and national dailies in Hindi are the most effective media vehicle in creating awareness of the products in the rural markets.

29 – From interpretation 29, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in creating the awareness about the different FMCG products through different regional and national and local Hindi dailies.

30 – From interpretation 30, it is clear that Krishi Jeevan, films, detective serials, film songs and environment related programmes are the most effective TV programmes attracting the attention of the customers in the rural markets in comparison to games / contests, Saas Bahu serial, tele shopping and cartoon films . So it is evident from the figure that Krishi Jeevan, films, detective serials, film songs and environment related programmes are the most effective TV programmes attracting the attention of the customers in the rural markets.

31- From interpretation 31, it is clear that Krishi Jeevan, films, detective serials, film songs and environment related programmes are ranked from 1 to 5 respectively, hence are extremely effective TV programmes in attracting the attention of the customers in

rural markets. Rest of the serials mentioned above are ranked from 6 to 9 respectively, and hence, are less attractive programmes to the customers of rural markets. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.14 with a standard deviation (σ) 0.47. Saas Bahu serials, film songs, tele shopping, environment related programmes and games and contests fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas films, Krishi jeevan, cartoon films and detective serials fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 15% which is more variable and hence less uniform. This connotes that Krishi Jeevan, films, detective serials, film songs and environment related programmes are extremely effective TV programmes in attracting the attention of the customers in rural markets.

32- From interpretation 32, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses in attracting the various TV programmes.

33 – From interpretation 33, it is clear that posters and banners are the most effective media sources in creating awareness about the products in the customers in the rural markets in comparison to hand bills and stickers. So it is evident from the figure that advertisers should rely more on posters and banners in creating awareness about the products in the customers in the rural markets.

34- From interpretation 34, it is clear that posters and banners are ranked first and second respectively, hence are extremely effective media sources in creating awareness in the customers in rural markets. Hand bills and stickers are ranked third and fourth respectively, and hence, are less effective media sources in creating awareness in the customers in rural markets.. Mean awareness (μ) of the above four types of opinion leaders under consideration is 3.25 with a standard deviation (σ) 0.29. Hand bills and banners fall within the range of variation of mean μ from standard deviation σ ($\mu \pm \sigma$), which covers two third (68.27% of the area) of the observations, whereas posters and stickers fall within $\mu \pm 2\sigma$ (i.e. 95.45 % of the area) in the right and left sides of the area respectively. Coefficient of variation is 8.92% which is less variable and hence more uniform. This connotes that companies of FMCG products should rely more on posters and banners in creating awareness about the products in the customers in the rural markets.

35 – From interpretation 35, it is clear that the calculated values of χ^2 are greater than the table value of 9.48 at 5% level of significance. This rejects the null hypothesis and hence, the alternate hypothesis is accepted that there is difference in the respondents' responses towards posters and banners.

5.2 Findings based on secondary data

The findings from secondary data source are explained below in five major categories – national socio – economic data sources, type of service requirements in rural markets,

from rural consumer markets, FMCG and other categories in rural markets and demography of the sample study.

1- The major problems faced in the rural areas of the state are underdeveloped people and under developed markets, ethnic problems facing people, many dialects, dispersed markets, low per capita income, low levels of literacy, prevalence of spurious brands and seasonal demand and a different way of thinking.

2- The number of internet users in rural India is estimated to have risen 186 million in 2017. The no. of internet users is expected to reach 500 million by June 2018, according to a joint study conducted by the Internet & Mobile Association of India (IAMAI) and market research firm IMRB.

3- At present, more than 65,000 ICT kiosks are operational in the country, led by the government sponsored CSCs and the corporation – initiated ITC e-choupal initiative.

4- Drishtee started operations in 2000 through ICT information kiosks with the aim of delivering services and related information to the village community. Currently, it has a network of 700 kiosks spread over three states – Assam, Bihar and Uttar Pradesh-servicing 1.5 million villagers. The kiosks are run by local entrepreneurs who provide a range of services to the village community.

5- The state of rural healthcare has remained poor due to inadequate physical infrastructure and an acute shortage of skilled manpower in rural areas. According to an

NCAER study, only 25% healthcare centers located in rural India service 75% of India's population. As many as one-third of the rural population travels 30 km for health services, and spends 25% of the healthcare cost on transport. Also, two thirds of rural Indians do not have access to critical medicine.

6- Today 59% of rural areas are equipped with television compared to less than 20% earlier.

7- The most important P of the marketing mix that works in rural India, according to Mr. Kashyap, is place as distribution is still the biggest challenge in penetrating rural India. In urban India, we have a limited target of around 5000 places; but in rural, the target is limitless because of its vastness.

8- The most astonishing part is that we are talking about the 70% part of India that is contributing 60% to the GDP. This market seems to be a non-glamorous market with a negligible number on it.

9- Rural India now accounts for around 50% of the half trillion dollar strong Indian economy. Already, 54% of FMCG, 59% of durables, 100% of agri inputs and between 10 to 15% of 4 wheelers and 2wheelers are sold in rural India. The situation is similar in insurance, banking and telecom and other services. The rural market is now bigger than the urban market for most categories.

10- By 2020, it is expected that every village will be connected by an all weather road, will have internet, an almost every home will have electricity and possess a mobile phone. With significant improvement in rural infrastructure coupled with agriculture reforms, we can expect rural markets to reach inflection point. This will lead to an explosion in demand. The way it happened in the urban markets in the mid 90s as a result of easy consumer finance, a boom will take place in the IT sector and steep increase in the corporate salaries.

11- The biggest challenge in rural India remains reaching your product to 650000 villages compared to 5000 towns in the urban areas. There are 85.77 lakhs SHGs as on 31st march 2017 in which women SHGs are 73.22 lakhs.. This social infrastructure can be used for rural distribution.

12- Automobiles Services: There has been a huge increase in the number of two wheeler, four wheeler and Agricultural tools and vehicles in past few decades because of reduction in prices and government support to the rural population. This has give rise to a new business for providing maintenance and repair services to these vehicles with more attractive service quality, location and availability. This segment has huge potential in the upcoming trends of services to the rural markets.

13- T.V. Channels Services: Due to the increased awareness, arenas of interest, leisure requirements, and number of entertainment options like televisions and computers due to reduced & affordable prices, the demand for entertainment services like T.V.

entertainment channels have increased. This provides a huge potential for cable and Direct to Home services providers to tap the rural markets to meet their demands. Many companies have already gained profits by targeting rural markets which include Airtel (DISH TV), Reliance (BIG TV), and TATA (SKY).

14- Indian rural Telecommunication Industry: According to the research carried out by Confederation of Indian Industries (CII), the Indian rural Telecommunication Industry is expected to account for more than 65% of the entire telecom subscribers in India.

In an attempt to envelop rural subscribers, many telecom giants in India have willingly invested in rural telecom industry to benefit from its massive potential. Mobile equipments manufacturing firms like Intex Technologies, Karbonn, etc have allocated USD 21.03 mn for its promotional activities for 2010.

15- The total non – agricultural establishments accounted for about 35.8 million in the country, with 19.8 million situated in rural areas. In the non-farm establishment, retail trade (39%) was the dominant activity, followed by manufacturing (26%) and community and social personal services (8%).

16- According to a study by research firm The Nielson Company, the fast moving consumer goods market (FMCG) in rural India is tipped to touch US\$ 100 billion by 2025 on the back of "unrelenting" demand driven by rising income levels. According to

the study, rural India now accounts for more than half of sales in some of the largest FMCG categories.

The study found that:

- Rural purchasing power has grown faster than urban in the last six quarters
- Faster growth in rural is not limited to penetration; today the rural consumer's frequency of consumption is growing faster as well, demonstrating their entrenchment in these categories
- Instant noodle sales are growing nearly twice as fast in rural India compared to urban in both penetration and frequency
- Seemingly 'urbane' brands in categories like deodorant and fabric softener are growing much faster in rural India than urban

17- Hindustan Unilever (HUL) is planning to significantly increase its rural reach. According to Harish Manwani, Chairman, HUL, the quality and quantity of rural coverage will go up to the extent that "what we have done in the last 25 years we want to do it in the next two years." Currently HUL products reach approximately 250,000 rural retail outlets and the company intends to scale it up to nearly 750,000 outlets in two years time.

18- Direct selling firm Tupperware India, known for its storage containers plans to foray into the rural markets in the next two-three years. "We have solid plans for the rural market. We are working on bringing products for rural people as well," said Asha Gupta, Managing Director, Tupperware India.

19- Castrol India is pushing its rural sales by building up a distribution infrastructure to reach out to all villages. According to Ravi Kirpalani, Chief Operating Officer, Castrol India, "Our distribution now reaches 5,000-7,000 towns and villages, but we are planning to take our products to six lakh villages with a population of less of 5,000."

20- Maruti Suzuki's share of rural sales has increased from 3.5 per cent to 17 per cent in the last three years. Mahindra & Mahindra (M&M) is now selling more Scorpios in rural and semi-urban markets. Scorpio sales have increased from 35 per cent to 50 per cent in the last two years.

21- TATA Motors is also making efforts to sell its pick up truck Ace in rural markets. It has already opened 600 small outlets for the Ace in rural and semi-urban markets. It has also tied up with 117 public sectors, Gramin (rural) and co-operative banks to help small entrepreneurs buy the vehicle.

CHAPTER 6

STRATEGY FORMULATION – RURAL MARKETING COMMUNICATION, SCOPE FOR FURTHER RESEARCH AND CONCLUSION

Outline: To study concept of rural marketing communications in India and factors to strategy formulation in view of the problem under study - rural marketing communication.

6.1 Introduction

In the formulation of a strategy, it is necessary to take into consideration the full set of commitments, decisions and actions required for a firm to achieve strategic competitiveness. A SWOT analysis must be carried out. It provides necessary strategic inputs for effective strategy formulation and implementation.

Strategy is a method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem. The determination of the long term goals of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goals. Strategy provides a framework for guiding the choice of actions. It is a broad articulation of the kinds of products the organization will produce, the basis on which its products will compete with those of its competitors, and the type of

resources and the capabilities the firm must have or develop to implement the strategy successfully.

Strategy represents a fundamental congruence between external opportunity and internal capability.(v s p Rao, V Harikrishna)

6.2 Dimensions of Rural Marketing Communication

From buyer's point of view, each marketing tool is designed to deliver a customer benefit. A complementary breakdown of marketing activities has been proposed that centers on customers. Its four dimensions and the corresponding customer questions these are designed to answer are:

1. Solution: How can I solve my problem?
2. Information: where can I learn more about it?
3. Value: What is my total sacrifice to get this solution?
4. Access: Where can I find it?

Winning companies satisfy customer needs and surpass their expectations economically and conveniently with effective communication. Two key themes of rural marketing communication are that (1) many different marketing activities communicate and deliver value and (2) when coordinated, marketing activities maximize their joint effects.

6.3 SWOT Analysis

A critical review of the strengths of the organization helps to identify its core competencies and define them in proper perspective. Strengths are internal competencies which may encompass company image, brand image, financial, personnel, marketing, production and research and development resources. Every firm should develop a list of its strengths, weaknesses, opportunities and threats periodically and evaluate all of them in the light of the company's mission. The business unit should have an overall evaluation of opportunities and the threats in the external environment and strengths and weaknesses of the internal environment so as to assess the core competencies and their adoptability to the changes in the external environment.

A SWOT analysis of the sample under study is given as under-

Strengths

The different developmental schemes of the government like Sarva Shiksha Abhiyan, Employment Guarantee Scheme, and National Rural Employment Guarantee Act (NREGA) etc. for the rural people have changed the market scenario.

Subscription in Rural Areas increased from 330.82 million to 334.00 million during the same period.

The growth rate of Urban and Rural Subscription is -0.26% and 3.18% respectively.

The overall Urban teledensity has decreased from 169.55 to 168.83 and Rural teledensity increased from 39.22 to 39.57.

Opportunities

According to a CII-IMRB report on the broadband roadmap for inclusive growth during 2009-14, rural internet users will exceed 300 million by 2014, facilitated by the focus on user concentrated touch points like e-Choupal, common service kiosks, n-Logue, and other ICT initiatives in rural markets. Rural internet users will exceed 300 million by 2014. The no. of users is expected to reach 500 million by June 2018. Rural India witnessed a growth of 14.11% from Dec. 2016.

At present, more than 65,000 ICT kiosks are operational in the country, led by the government sponsored CSCs and the corporation – initiated ITC e-choupal initiative.

Drishtee started operations in 2000 through ICT information kiosks with the aim of delivering services and related information to the village community. Currently, it has a network of 700 kiosks spread over three states – Assam, Bihar and Uttar Pradesh – servicing 1.5 million villagers. The kiosks are run by local entrepreneurs who provide a range of services to the village community.

Currently, rural India has a financial infrastructure comprising 32,000 rural branches of commercial and regional rural banks, 46,000 rural and semi-urban branches of microfinance institutions, more than 96,000 cooperative institutions, and over 135,000 post offices.

The biggest challenge in rural India remains reaching your product to 650,000 villages compared to 5,000 towns in the urban areas. There are 5 million women's microfinance

groups in existence and by the year 2011 the number of such groups is expected to jump to 15 million. Thus, 150 million rural women or 150 million of the 200 million total households in the rural would be linked to self-help groups. This social infrastructure can be used for rural distribution.

Rural India now accounts for around 50% of the half trillion dollar strong Indian economy. Already, 54% of FMCG, 59% of durables, 100% of agricultural inputs and between 10 to 15% of 4 wheelers and 2wheelers are sold in rural India. The situation is similar in insurance, banking and telecom and other services. The rural market is now bigger than the urban market for most categories.

By 2020, it is expected that every village will be connected by an all weather road, will have internet, an almost every home will have electricity and possess a mobile phone. With significant improvement in rural infrastructure coupled with agriculture reforms, we can expect rural markets to reach inflection point. This will lead to an explosion in demand. The way it happened in the urban markets in the mid 90s as a result of easy consumer finance, a boom will take place in the IT sector and steep increase in the corporate salaries.

Weaknesses

The state of rural healthcare has remained poor due to inadequate physical infrastructure and an acute shortage of skilled manpower in rural areas. According to an NCAER study, only 25% healthcare centers located in rural India service 75% of India's population. As many as one-third of the rural population travels 30 km for health services, and spends

25% of the healthcare cost on transport. Also, two thirds of rural Indians do not have access to critical medicine.

Today 40% of rural areas are equipped with television compared to less than 20% earlier. The most astonishing part is that we are talking about the 70% part of India that is contributing 60% to the GDP. This market seems to be a non-glamorous market with a negligible number on it.

Durables consumer financing: In the 90s consumer finance became available easily which led to high growth of durables. Rural consumer finance has become a big opportunity only now with rapid electrification of rural household.

Threats

The major problems faced in the rural areas of the state are underdeveloped people and under developed markets, ethnic problems facing people, many dialects, dispersed markets, low per capita income, low levels of literacy, prevalence of spurious brands and seasonal demand and a different way of thinking.

The most important P of the marketing mix that works in rural India, according to Mr. Kashyap, is place as distribution is still the biggest challenge in penetrating rural India. In urban India, we have a limited target of around 5000 places; but in rural, the target is limitless because of its vastness.

6.4 Challenges and Opportunities for rural India

The differences and similarities in cultural values of India influence the different demographics and contribute to the requirement of a very different marketing communication plan as compared to other regions. What is the cultural composition of the organization's markets and how does it respond to varied marketing needs for same products? The history of industrial and economic development of India stands out as a unique process, not only because of its geographically heterogeneous demographic traits, but also because of its colonial history. The predominant demographics contributing to this uniqueness are:

1. Rural-urban mix: Industrialization in India emerged as the result of poor agricultural conditions and dwindling handicrafts. The push from land and craft generated to some extent a pull toward industry.
2. Occupational diversity: Even though the population of India is and has been overwhelmingly agricultural, there had always been a variety of nonagricultural occupations such as handicrafts and arts involving various types of skills.
3. Diversity in economic conditions: Despite the overall poor image, extremes of poverty and wealth have always co-existed.
4. Colonial rule: Even though the British rule destroyed the indigenous industry in India by means of market competition, there has been continuous improvement in the means of

transportation and communication contributing to the advancement of the economic scenario.

The differences in the attitudes and behaviors within these broad segments can help marketers identify niches and target these niches on the basis of social class. By reviewing the available literature on social class, one can understand how messages are formulated to reach the target markets. The new millennium has at least made one thing certain for businesses - the uncertainty. Change, today, is occurring at an accelerating rate. Three major forces in the last decade via, deregulation, globalization and rapid technological advances have totally changed the way businesses are conducted the world over. In this new environment marketers are forced to adopt new paradigms to fight intense competition and to meet rising consumer demands. On the other hand, these developments have spelt endless opportunities in terms of large, free global markets and improved ability to meet the challenges by using technology.

Rural Marketing Communication is here to stay and to develop. The name might change, but the concept will not. It is a way of thinking and operating that enhances value for customers, employees and the organization and leads to the resolution of many of the current frustrations within the marketing industry. We aim to make a significant contribution and value the opportunity to work with you and others committed to developing best practice in this. Current scenario: isolated marketing communication Customers are bombarded with multiple advertisements through multiple mediums with multiple propositions. Since most companies resort to using more than one channel of

communication, the customer is left confused due to lack of consistency in marketing messages.

6.5 Understanding the challenges in rural communication

There are many challenges to communication in rural. Low literacy level; poor media reach and exposure and vast, heterogeneous and diversely spread rural audiences characterized by variations in language, culture and lifestyle-all these factors pose multiple challenges to marketers looking to take their messages to the largely media-dark or media-grey areas, of rural markets.

Heterogeneity and spread

The communication pattern in any society is a part of its culture. No communication medium can exist in a cultural vacuum. Communicating the message to rural consumers ha posed enormous challenges to the rural marketer, because of the large numbers of consumers scatters across the country. The problem is further compounded by the heterogeneous nature of consumers there are 16 scheduled languages and 114 local vernaculars e.g. the dialect used in the central rural Uttar Pradesh.

Limited Media Reach

The limited reach of the mass media imposes limitations on universal communication to rural consumers. These factors lead to poor message comprehension and negligible impact, which fail to translate into consumer awareness and hence fail in generating consumer pull.

Understanding the Rural Audience

It is not sufficient to understand rural communication challenges as stated above: rather, what is equally crucial is the need to understand the behavioral and psychographic characteristics of the rural audience, in order to develop an effective rural communication strategy.

Creating advertisements for rural audiences

Communication experts need to keep the following factors in mind when creating advertisements for rural audiences.

- * Understanding the mindset of potential customers, including their hopes, fears, aspirations and apprehension conducting a qualitative study among the target audience would help in better understanding of the consumer mindset.
- * Pick up 'gems' in the form of idioms, expressions, words, etc. in relation to the product category for later use in the creative.
- * Tricky, clever, gimmicky, or even suggestive advertising does not work with rural audiences. 'Flicks' using very expensive computer graphics without any human presence go over the heads of rural audiences.
- * Combining education with 'entertainment is a good route to take when targeting rural audiences. Using locally popular film stars or even featuring religious events (melas) popular in the region, helps strike a chord with rural audiences. According to a study, it is Govinda and Sharukh Khan who is most popular among rural folk in north India.

* 'Quickies' (short television commercials) do not register well with rural audiences. Advertising agencies need to provide for ample time and space to communicate a message properly and effectively to the intended audience. This is seen for instance, in the popularity of the two-minute theatre commercials screened in rural cinemas.

Outdoor Media: Wall Painting

* This medium is the most widespread form of advertising and is the favorite of the Indian rural masses, as they can view it at their leisure. Wall paintings are important because they constantly remind rural people about name and logos in addition to highlighting the key brand promise. They also reflect the vibrant economic and social life of the area.

Characteristics of wall paintings

* They are economical as compared to other traditional media forms, as the manpower and infrastructure requirements are low.

* They can easily be customized in accordance with regional language variations without this impacting their artistic content.

* Audience recall rates are high.

Limitations in Rural Communication

* The lack of availability of wall space at prominent locations is an issue.

* The quality of the wall space available is not always satisfactory. The base of rural wall structures is generally not smooth and this impacts the final output.

* No exclusive wall rights are given to the company. It may happen that a company gets a

wall painted and after sometimes when the company executive passes through, he finds that the painting has been replaced by the advertisement of some other company.

* The quality of the painters available is also low. Companies prefer hiring painters locally as they are familiar with the area and the cost of hiring them is lower when compared to the cost of hiring painters from outside.

Folk Media

* Folk media consist of folk songs, folk dances and other theatrical forms, including puppetry, street theatre and magic shows, which are an intrinsic part of the culture and heritage of the land.

* They are capable of communicating message about contemporary issues, topics and concerns as per the needs and demands of a changing society.

* They are a face-to-face and personal form of communication.

* The essential characteristics of folk media are that are interactive, repetitive and narrative

Kinds of Folk Media

* Folk theatre

* Magic show

* Puppet shows

* Interactive games

* Folk Theatre

Folk theatre, interspersed with folk song and dance, is a simple and entertaining form of communication. It can also be informative and educational. In the past, folk theatre has been used to arouse public opinion against the British Raj, to draw attention to atrocities against the girl child and raise public consciousness about other socially relevant issues.

* Folk songs

Folk songs are basically simple and direct compositions that are usually transmitted orally from one generation to the next and not through the written word. The structure of the folk song is characterized by simplicity and uniformity in rhythm. The songs consist of many stanzas sung in more or less the same tune. Each region and state has its own particular traditions of folk songs and ballads.

* Folk Dances

Folk dances are basically simple and rhythmic and mostly religious in nature. Communication takes place through dramatic gestures and the accompanying music. Folk dances are visually very arresting, attracting audiences with their elaborate costumes and stage settings.

* Magic shows

Magic shows are another very entertaining form of folk entertainment and draw large crowds, particularly because of the curiosity factor and the use of hypnotic effects.

6.6 Rural Communication Strategy using a new unconventional media mix

Rural segment in India across the country, keeping in view the above mentioned SWOT analysis, challenges and opportunities of rural marketing communication, constitutes

around 69% of the population of the country as per census 2011. There are only four metro cities and 54 big cities including 36 state capitals around the country out of 5000 market places where the top brands are concentrated. They are basically the urbanized markets which are now stagnant and saturated for the companies of repute. This is why they are targeting the rural India. In this century, the rural India, at times defined as base of Pyramid by marketing gurus is gaining importance in the country as the big market giants are eyeing at this segment in India, now the corporate India finds Rural India as a new market place which is still maturing.

The dynamism of rural India, though not at par with Urban India, is worth studying. The products that are offered to rural consumers may or may not be different, but the way these products are marketed ought to be very different. Marketers always look for innovative ways to make their presence felt.

But, what could be the possible communication strategy to reach the huge market of rural India which is developing at a rapid pace with changing socio-economic conditions with regional disparities in demography, use of technology, culture, social and physical infrastructure. The regional disparities observed are based on the findings of the research work carried out on the rural markets of the four districts – Barabanki, Sitapur, Hardoi and Raebarelli of Central Uttar Pradesh. The regional disparities in these districts are many and there is a need for customized communication strategy. While a lot of thrust is being given to the marketing strategies for rural markets, especially distribution and packaging aspects, little is being talked about the specific communication strategies

required there. The strategy intends to address this specific issue, that is, typical communication strategies that one needs to adopt to reach the consumers in rural areas of central Uttar Pradesh.

Language and understanding level of the target customers is one of the prominent challenges existing in the rural markets under consideration. The marketing communication has to vary from region to region in Central Uttar Pradesh as diverse languages with local dialects are used in the region. Companies should focus on areas with high population concentration and need to use un-conventional methods while communicating with their target customers.

6.7 Rural communication strategic Model using a new unconventional media mix

It is generally said that the success of any marketing communication strategy largely depends upon how effectively and innovatively the communication efforts put forth by the marketers. Messages communicated should be so appealing and stimulating that they act as compelling factors to make the target customers responding to the market offerings. The biggest marketing communication task before marketers is to mold the perceptions of the target customers in the area under study. During the study, it was observed that target customers are now matured enough to understand their needs. They are cost conscious and value driven, but are highly resistant to any change. They have strong belief in their tradition, culture and value system. They give respect to senior and educated persons in the society, and hence, they are very much influenced by the eligible

influencers. It has also been experienced during research survey that the target customers exhibit any desired purchase behavior only when they are convinced about the benefits. They get influenced very much by storytelling. They develop positive or negative attitude towards something based on the negative or positive ending of a story. The response of the target customers to an offer in the research area under study will be based on what they are going to lose or gain.

Any effective strategy involves planning, implementing and evaluating the results and so is the communication strategy. The communication process as depicted in the figure below remains standard for both rural and urban markets.

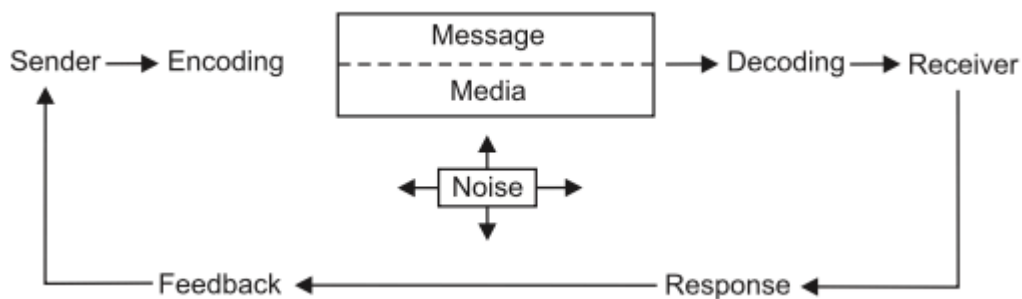


Fig. 6.1 The Communication Process

Due to the existing dichotomies in the urban and rural markets, marketing communication is different in rural markets in view of the urban markets. Marketing communication as such is a very difficult task and particularly communicating with the customers who are innocent, ignorant, less knowledgeable, poorer, and skeptical, who need to be educated, for whom most of the common goods are very new, it is not a very easy task. The marketers must keep in place specific communication tools, models and

strategies for succeeding in their communication effort. The messages need to be tailored according to their cultures. Their sentiments need to be addressed very cautiously and not to be hurt. Hence, there is a need for different marketing communication strategy in rural markets.

Building relationships with the customer groups, persuading them to alter their buying and consumption patterns, influencing their behavior highly depend upon the way the whole communication exercise is taken up. Media selection, consideration of local cultures, languages, beliefs and value systems, overcoming the barriers form an important part of rural communication strategic model. With all such critical aspects kept in mind, the rural communication strategic model using a new unconventional media mix is exhibited step by step below-

- 1- Assessing the product and target market
- 2- Defining positioning attributes of the product and analyzing maturity level of the target customer
- 3- Designing appropriate messages on the positioning attributes of the product
- 4- Selecting suitable unconventional media mix
- 5- Communicating to the target customers
- 6- Measuring the communication impact

1-Assessing the product and target market: It starts with assessing the product. Here, the product assessment involves finding out its features, benefits, durability, use and functionality, its PLC and BCG stage. It deals with deciding whether the product is a

low-end or mid-end or high-end product. It is generally seen in the rural areas that low - end products, which are low priced, are more preferred to mid-end product. This will help in analyzing the positioning attributes at the second stage. Here for the purpose of developing strategic communication model, sanitary and hygiene related products like use of detergents, sanitary napkins and campaign for safe drinking water will be considered. For example, most often, the collection and usage of drinking water is entrusted to women or young girls of a household while men have a role to play in the maintenance and upkeep of water sources. The handling of child feces is a job that women are supposed to do.

Product: In this strategic communication model, detergents, sanitary napkins and campaign for safe drinking water are considered as sanitary and hygiene related product. Verily, the research conducted in the four districts revealed some interesting facts. The inter-village and intra-village status of sanitation and hygiene was found different across the areas studied. There was apparent lack of awareness and misconceptions about the correct hygiene, water and sanitation practices among the villagers. Villagers are not much motivated to follow the right practices due to lack of appreciation of benefits accruing from the correct practices. Women and girls face greater problems – increased workload, privacy and safety – for maintaining hygiene and sanitation than boys and men. Women are therefore more often interested in and motivated for sanitation improvements than men. Men have a lower personal need and economic demand to improve the sanitation situation. They are, however, motivated by other factors, e.g., protection for their wives and daughters and a higher value of their house. Both sexes

may appreciate a higher social status from the presence of sanitary facilities (women and men) and better hygiene (women).

Price: It has been experienced during the survey that customers in the rural areas are highly cost conscious and at the same time they are value driven. This is why the government and private agencies and companies involved in offering sanitation and hygiene related products are pricing their products at lower prices. They adopt low penetrating pricing strategy. This pricing strategy is adopted for the products of mass consumption. The volume of the production is large enough to earn huge revenues and sizable profits at low cost. This sector is highly enticing for the companies producing hygiene related products. Rural marketers need to deliver value to consumers by developing suitable products at a price they are willing to pay. so the product should be affordable to the consumers and suit the mindset and requirements of the market.

Place: The distributors in urban and rural markets act as hub for distributing hygiene and sanitary related products through rural retailers, kirana and street shops in the villages, health care centers, primary health centers, and public distribution shops etc. as the spokes. The products, somehow, are made physically available to the users in time.

Assessment of target market involves studying the need level of the target customers, knowledge about the product, demographic profile, attitude and belief system. This will help in analyzing the maturity level of the target customers. Apart from that delivery vans, cooperative societies and community based organization can be used for direct delivery of products to rural consumers.

2- Defining positioning attributes of the product and analyzing maturity level

of the target customer: With inputs from the first stage, product's attributes should be defined based on its features and benefits best suiting to the needs of the customers. These product's attributes shall be positioned in the minds of the target customers through appropriate messaging via select unconventional media mix. Data from the assessment of target market are to be analyzed to know the maturity level of the target customers about their needs and specific satisfier, language, culture and the belief system which they live life with.

3- Designing appropriate messages on the positioning attributes of the

product: The product's attributes defined at stage second of this model are to be called as positioning attributes. Designing appropriate message to communicate the positioning attributes to the target market is a challenging task for marketers. The target customers in the rural areas under study are relatively resistant to any change, innocent and ignorant. But, they go by the preset examples and success stories about the product's benefits. They, being innocent, are very much afraid of failures and losses. They hate false and deceptive messages. But, they accept any offer when they understand the benefits suiting to their needs. Other various issues like levels of knowledge among the target audience, local issues and languages are of major concerns for marketers. The rural consumer should be able to connect and relate to the message. Broadly, below are the heads to be taken care of while crafting a rural message.

1. Languages – The message should be easily understood by the rural consumer. It should be simple and use appropriate key words for instant connect. Message should reflect culture and religious sentiments of the audience. e.g. Dabur distributed religious calendars in rural markets.
2. Pictorial Presentation – Considering the literacy levels of rural markets, pictorial representation of message becomes an important part of communication.
3. Message Form – The message should be native to the place and have utility for the consumer.
4. Source – Many times the source from where the message is coming from adds to the credibility in the rural market. The message source can be
 - a. Likeable,
 - b. Trustworthy,
 - c. Expert

4. Message Format: The managers concerned must take all care in various critical aspects like, message design, copy layout, color, words, sounds, etc. It would generate results if the ad copy possesses more of pictures rather than words and text.

4-Selecting suitable unconventional media mix:

The selection of any communication channel is driven by the programme objective. The issue of safe water, hygiene and sanitation is relatively low on priority amongst the various stakeholders. Since this programme, talks to various sets of audiences whose requirement is different in terms of information needed and the manner in which it is required, multiple channels are essential to harness optimum results. The key audiences and the merits of a media will be the key factors in prioritizing the various channels. The

new set of unconventional media mix is highly cost effective. Audio-visuals through TV and radio spots, local print media, interpersonal communication, graphics and audio – visuals, Traditional Media (Street theatre, puppets, storytelling, folk dances etc.) hygiene help groups (HHG), are considered here as new unconventional media mix.

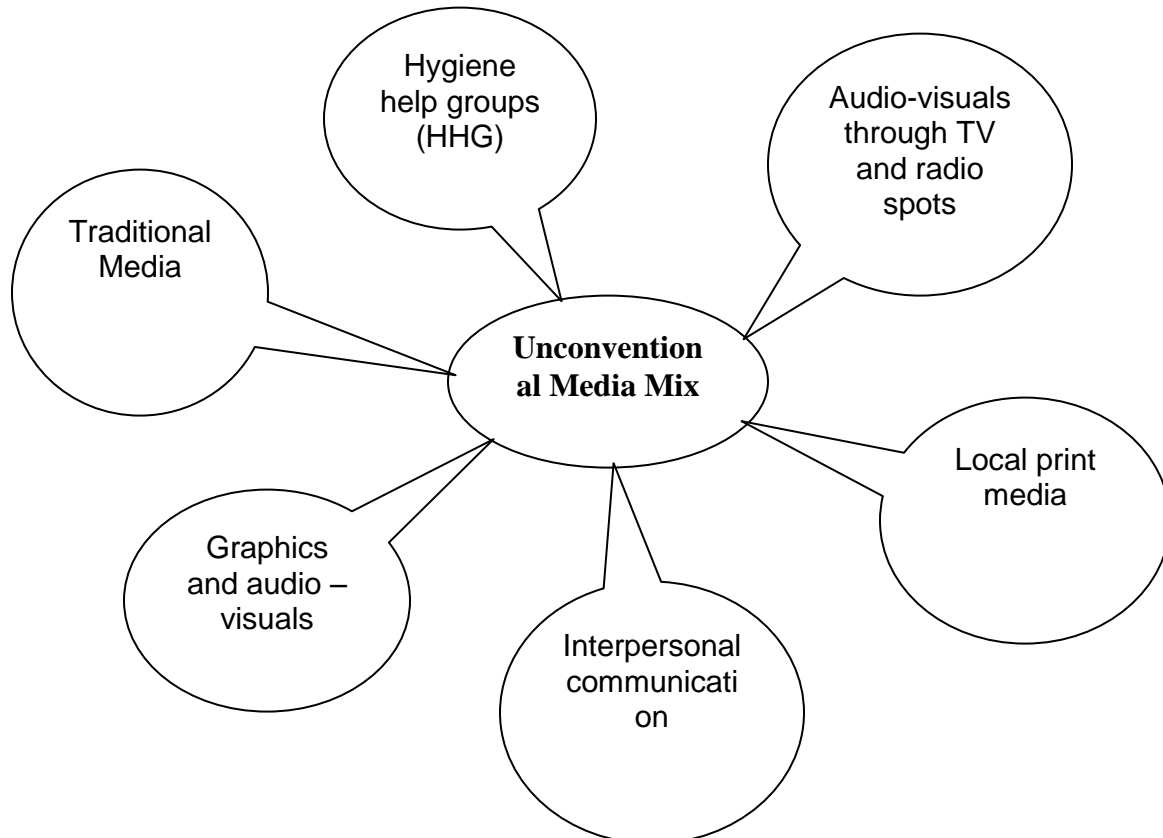


Fig. 6.2 Unconventional Media Mix

1. Audio-Visual (TV Spots & Radio Spots): This medium is important as it has the ability to communicate effectively with a large number of people at the same time. This medium leaves the audience with an image, which has more shelf life than a text or only a voice driven message. This also increases the credibility of the message being delivered. The barrier of illiteracy is removed and the communication can be understood by all – literate as well as illiterate. Though it is an expensive medium but considering its

reach and speed is a suitable medium to meet the objectives. The other advantage with this medium is the imagery created. Media innovations and strategic buying of media can help in optimizing the results. This medium is most effective in delivering a simple, clear and focused message. Communicating a lot of information using this medium has high the cost implications and can create confusion.

2. Local Print Media: This medium is an effective medium as it, too, reaches to large number of people at the same time. Further this is a credible and relatively less costly medium. The existence of various vernacular print mediums also helps us customize the communication as per the language understood by the people. This medium is useful in giving detailed information but to optimize the impact of the communication the focus should be on the key message. In the use of print media, the use of visuals is more effective. This media has restricted use - only among the literate audience.

3. Interpersonal Communication: It is an interactive medium and provides credibility to messages. It also helps in providing detailed information to the audiences and helps in building a supportive environment. This medium allows for immediate feedback on ideas, message and practices. It also helps in addressing specific important issue instantly, which has been missed in other medium. It can reach to areas not covered by mass media. The message can be communicated to illiterate audience also. This is a time consuming with a high cost per person/contact. One of the critical elements of this medium is that it requires practical skills training and support of field workers to be

appointed. It reaches to small number of individuals in one stroke. This strategy envisages extensive use of interpersonal communication techniques.

4. Graphics and Audiovisual: This medium provides for timely reminders and attracts attention of the participant group at the place of exposure. It provides basic information on the issue (behavior/practice)/product and its benefit. It is handy and reusable. It provides accurate standardized information all across and I give confidence and credibility to person communicating messages. It can be distributed to areas not penetrated by mass media. Training of implementers would be necessary for effective design, development and production and it might not be cost effective.

5. Traditional Media (Street theatre, puppets, storytelling, folk dances etc.): The main advantage of this medium is that communication can be customized as per the audience need by using local jargon and slang. Familiar messages and situations can be selected to generate empathy. This medium is more personally relevant than other medium. One can use local talent and involve community. It has the potential to be self sustaining at low/no cost. It helps in stimulating discussion of topics among families, friends, neighbors etc. within the community. The restricted reach is a problem coupled with the need of training and support to such media at local level.

6. Hygiene Help Groups: This is most innovative medium for conveying the hygiene messages in the rural areas under study. In addition to field workers, a group of young girls and house makers should be formed at panchayat level. With proper training and

support, the group should be exhorted to visit the places like haats, local mandis, local small kirana / grocery shops, village centre, Primary Health Care Centre, School, Government Rashan shops, community halls at appropriate times when large number of peoples are gathered to discuss the benefits of hygiene factors. Women are known for making talks and play an important role in influencing the other persons in the family. It has been seen in the villages that gyne health workers are very successful in helping the women facing gyne related problems.

5-Communicating to the target customers: At this stage, the designed message through the select unconventional media mix should be initiated for communication to the target audience. The communication in the select rural areas can be effective only when they are ethically conveyed and directly relate to the needs of the customers. The effectiveness of the communication also lies in making the customers realizing their needs and associating their needs with the products offered to them. There is no need to impose the product on the customers. The communication should be so stimulating that customers exhibit purchase decisions immediately. False and defective messages should be avoided because the rural masses are comparatively innocent and ignorant. Once, they get doubt on a source, they will never turn up towards that source.

6-Measuring the communication impact: The impact of communication should be measured on fortnightly, monthly and quarterly basis. The desired result may be in the form of changed attitude and behavior to respond the offers made to them. In case of

hygiene products under FMCG category, the result may be measured in terms of sales in that product line of FMCG company.

We can conclude that the above mentioned rural strategic model can certainly prove effective in transmitting the message to the target customers in the four districts.. The marketers should be careful in performing the communication model exercise to be effective and enjoy the predetermined benefits. Agreeing to the fact that the market is varied in nature, all specific characteristics must be considered in designing and devising the communication strategies for the markets. Innovation is going to be the key for success. Innovations are expected in media, message design and message execution while attempting to reach the erstwhile neglected markets at the base of cone segment.

If the Indian advertising industry is to reach out to rural India in an effective and efficient manner, it has to be grounded firmly in rural perceptions, value and traditions. It has to immerse itself in local colours, customs and modes of communication in order to make itself relevant to the needs and desires of rural society. It has to gain the trust of the masses by undercutting its own excessive dependency on western styles of advertising, on the one hand and on its use of deceptive and manipulative claims, on the other. It has to reach out to rural consumers and relate to them at an appropriate level, so that it can bring about the desired behavioral changes. Finally, it has to find ways to reincarnate innovation. The four components are not mutually exclusive; they share an interdependent relationship.

6.8 Conclusion and Scope for further Research

Strategy formulation for unconventional media in rural areas of central Uttar Pradesh topic has been selected because of the reason that, the rural areas are the untapped market with high potential. The urban market is now stagnant, so for the growth of market share, company has to go rural. The rural market of India is an untapped and vastly spread market which makes it highly challenging with huge logistics and costs. In urban India, we have a limited target of around 5000 places; but in rural, the target is limitless because of its vastness. The location and size of population of villages throw a challenge to marketers. This phenomenon is not true for the whole state and there are wide variations among the different districts of the state on the basis of geographical and demographical variables.

Given the distribution of rural and urban population, it can be seen that the number of literates in rural areas are more than in urban areas. It is interesting to note that there has been a considerable increase in the number of literate persons in rural areas since the last two decades. This has its implication in communicating with the rural population. It appears that communication should not prove to be such a big hurdle.

For the data collection, multistage sampling comprising of Cluster, Stratified and Convenience sampling has been used to draw a required sample size for this study. At the initial stage, rural areas of central Uttar Pradesh have been clustered in zones and out of these clusters, four districts which is developing fast and supposed to be developed in near future from each cluster have been taken into consideration for the study. From each

districts, two villages have been selected on the basis of population, distance from each other, nearness to the districts and the fast developing villages in that districts.

On the second stage, populations of the selected villages have been stratified on the basis of gender, living standard, educational qualification and the age group etc. of the respondents. At the time of survey, priority given to cover all identified strata in the selected village of rural Central U.P. At the final stage, on the basis of researcher convenience and the availability of the respondents at the time of visit have been taken into consideration for this particular study. At this stage 150 respondents from each village have been taken into consideration from each identified strata.

The schedule has questions comprising two sections namely demographic profile of the respondents, Likert type 4p's rural marketing questions. It was pre tested and on the bases of the data and experience, the necessary changes have been made. During the data collection 1200 schedules were administered in selected rural areas.

At the end of the study it can be concluded that the majority of the respondents is educationally matured to understand its needs and wants for services belonging to middle class income group of the rural market, which gives the largest market potential with comparatively high paying capacity. This indicates that economic conditions of the people living in the rural areas of the four districts under consideration have improved and the size of rural middle class has also increased. More than 72% of the respondents are employed in other than agriculture sector, both in organized and unorganized, which

clearly indicates that the number of skilled work force is rapidly increasing in rural areas. This is why the socio economic conditions of the rural areas are changing fast and resultantly the gap between urban and rural India is getting reduced. The rural market is getting matured to experience the new and branded products.

Reliability, value for money and price are extremely effective factors affecting buying decision of a product. Value for money, price, benefits and guarantees are highly effective factors in influencing the decision making. It is evident that haats and local shops are used for frequent purchases whereas mandies and melas are used for less frequent or bulk purchase. The haat is very basic and local platform promoted by the rural people and for the rural people, and which has already gain a good acceptance level by rural consumers, so company should think to take the advantage of the same market by making their presence available in to the haat culture and make the rural people feel that the products are made for them only. Mobile vans, news papers and periodicals and commercials pasted on public transport are highly effective promotional means. Doctors and youngsters visiting rural areas are the most effective opinion leaders in influencing the purchase decision of customers in the rural markets in comparison to the Mukhiya and village school teacher.

Overall it can be concluded that any form of rural communication, while we may have a national strategy, we have to think and act locally. The need for focused communication aimed at the rural market, should not be underestimated. This calls for innovation and substantive changes in marketing strategies and approaches.

If the Indian advertising industry is to reach out to rural India in an effective and efficient manner, it has to be grounded firmly in rural perceptions, value and traditions. It has to immerse itself in local colors, customs and modes of communication in order to make itself relevant to the needs and desires of rural society. It has to gain the trust of the masses by undercutting its own excessive dependency on western styles of advertising, on the one hand and on its use of deceptive and manipulative claims, on the other. It has to reach out to rural consumers and relate to them at an appropriate level, so that it can bring about the desired behavioral changes. Finally, it has to find ways to reincarnate innovation. The four components are not mutually exclusive; they share an interdependent relationship.

Moreover, the rural market of India is an untapped and vastly spread market having lot of potential and challenges too for any entrepreneurial venture in the field of FMCG in the rural markets. The outcomes are highly stimulating for different interest groups to tap the untapped rural market. Also, there are lot possibilities for further research in the field. The academicians, researchers, professionals, companies and the government are highly encouraged to explore the possibilities for marketing of other important services in the widely spread market of rural India.

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Appendix-1

Ph. D. in Management from BBD University Lucknow

Schedule

On

Strategy formulation for unconventional media in the rural areas of central Uttar Pradesh

Interview Schedule

Q1. Age a)<20 , b) 20-30 , c) 30-40 , d) 40-50 , e) >50

Q2. Gender a) male , b) female

Q3. Income/monthly a)< 5000, b) 5000-15000, c)15001-25000, d)25001-40000, e) above40000

Q4. Occupation

a) agricultural laborer, b) private employee, c) construction laborer, d)govt. employee
e) housewife, f) non profit organization, g) self employed group, h) trader, i) others

Q5. Education

a) primary, b) 10th, c)12th, d) graduate, e) post graduate, f) professional qualification
g) others

Q.6 What are the different factors which can affect your buying decision in a product.
Rate them from one to five.

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
Functionality					
Reliability					
Benefits					
Value for money					
Ease of use					
Price					
Discounts					

Guaranties					
Design/style					
Size of packaging					

Q.7 From where do you purchase the products.

Factors	(1) Rarely	(2) Sometimes	(3) Occasionally	(4) Quite often	(5) Mostly
Local Shops					
Haats					
Melas					
Mandies					

Q.8 Which of the following promotion sources attract you most towards the product, rate them in order of their effectiveness.

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
Mobile van promotion					
Paintings on the walls					
Commercials in halls					
Road shows					
News papers and Periodicals					
Commercials pasted on public transport					

Q.9 How for the small packs, sachets affect your decision to purchase the products in different FMCG product categories (rate them in order of their importance) .

Factors	(1) Not at all important	(2) Not very important	(3) Somewhat important	(4) Very important	(5) Extremely important
Tea Packaged					
Coffee					
Shampoos					
Talcum powder					
Tooth powder					
Washing powder					
Coconut oil					
Hair oil					
Tooth paste					
Fairness cream					
Ketchup sauc					
Biscuits					

Q. 10 Which opinion leader's advice is most effective in the purchase of the products?

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
The village school					
Teacher					
The mukhiya					
The Doctor					
The bank manager					
The youngsters visiting the rural areas					

Q. 11 How for the following sales promotion schemes induce you to purchase the product? Rank them in order of their importance.

Factors	(1) Not at all important	(2) Not very important	(3) Somewhat important	(4) Very important	(5) Extremely important
Coupons					
Free trials					
Free samples					
Smaller packs					
Lucky draws					
contests					

Q.12 How would you rate the effectiveness of the following media sources in creating the awareness or conveying the message.

Factors	(1) Not at all important	(2) Not very important	(3) Somewhat important	(4) Very important	(5) Extremely important
Periodicals					
TV					
Radio					
News Paper					
Cinema					
Hoardings					

Q.13 Are demonstrations an effective promotional medium to raise awareness in various FMCG product categories.

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
Paints					

Shampoos					
Soaps					
Hair oil					
Face cream					
Washing powder					
Tooth powder					
Talcum powder					
Tea					
Coffee					
Mosquito repellent					
Ketch up sauce					
Biscuits					

Q.14 Which daily according to you create the maximum brand knowledge or awareness?

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
National daily in English					
National daily in hindi					
Local daily in English					
Local daily in hindi					
The regional daily					

Q.15 What type of TV programmes attract your attention the most?.

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
Films					
Saas Bahu Serials					
Krishi Jeevan					
Filmi Songs					
Cartoon Films					
Tele shopping					
Environment related programmes					
Games/ contests					
Detective serials					

Q.16 In your opinion how for mass media sources are effective in creating bank awareness?

Factors	(1) Not at all effective	(2) Not very effective	(3) Somewhat effective	(4) Very effective	(5) Extremely effective
Handbills & Booklets					
Posters					
Stickers					
Banners					

Appendix-2

बीबीडी विश्वविद्यालय लखनऊ से प्रबंधन में पीएचडी

प्रश्नावली

विषय: मध्य उत्तर प्रदेश के ग्रामीण क्षेत्रों में अपरंपरागत मीडिया के लिए रणनीति तैयार करना

साक्षात्कार प्रश्नावली

प्रश्न -१ आयु – क) <२० ख) २०-३० ग) ३०-४० घ) ४०-५० ङ) >५०

प्रश्न -२ लिंग क) पुरुष ख) स्त्री

प्रश्न -३ आय – क) <५००० ख) ५०००-१५००० ग) १५००१-२५००० घ) २५००१-४०००० ङ) >४००००

प्रश्न -४ व्यवसाय – १) कृषि श्रमिक २) निजी कर्मचारी ३) निर्माण मजदूर ४) सरकारी कर्मचारी ५) गृहणी ६) गैर लाभकारी संगठन ७) स्वयं नियोजित समूह ८) व्यापारी ९) अन्य

प्रश्न -५ शिक्षा – १) प्राथमिक शिक्षा २) हाई स्कूल ३) इंटरमीडिएट ४) स्नातक ५) परास्नातक ६) व्यावसायिक योग्यता ७) अन्य

प्रश्न ६ - उत्पाद में आपके खरीद निर्णय को प्रभावित करने वाले विभिन्न कारक क्या हैं। उन्हें एक से पांच तक रेट करें।

कारक	(1)	(2)	(3) कुछ हद तक प्रभावी	(4)	(5)
	बिल्कुल प्रभावी नहीं है	बहुत प्रभावी नहीं है		बहुत ही प्रभावी	बेहद प्रभावी
कार्यक्षमता					
विश्वसनीयता					
लाभ					

पैसे की कीमत					
उपयोग में आसानी					
कीमत					
छूट					
गारंटी					
डिजाइन / शैली					
पैकेजिंग का आकार					

प्रश्न -७ आप कहां से उत्पाद खरीदते हैं।

कारक	(1) शायद ही कभी	(2) कभी कभी	(3) कभी न कभी	(4) अक्सर	(5) अधिकतर
स्थानिय दुकाने					
हाट					
मेला					
मंडी					

प्रश्न -८ निम्नलिखित में से कौन सा पदोन्नति स्रोत आपको उत्पाद की ओर आकर्षित करता है, उनकी प्रभावशीलता के अनुसार उन्हें रेट करें।

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
मोबाइल वैन पदोन्नति					

दीवारों पर पेंटिंग्स					
हॉल में वाणिज्यिक					
मार्गचलित कार्यक्रम					
समाचार पत्र और आवृत्तियों					
सार्वजनिक परिवहन पर चिपकने वाले वाणिज्यिक					

प्रश्न -९ छोटे पैक के लिए, पाउच विभिन्न एफएमसीजी उत्पाद श्रेणियों में उत्पादों को खरीदने के आपके निर्णय को प्रभावित करते हैं (उन्हें उनके महत्व के अनुसार रेट करें)।

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
चाय पैक किया गया					
कॉफी					
शैंपू					
सुगन्धित पाउडर					
दूध पाउडर					
कपड़े धोने का पाउडर					
नारियल का तेल					
केश तेल					
दूध पेस्ट					
गोरेपन की क्रीम					
केचप सॉक					

बिस्कुट					
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प्रश्न -१० उत्पादों की खरीद में कौन सा राय नेता की सलाह सबसे प्रभावी है?

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
गांव स्कूल					
अध्यापक					
मुखिया					
चिकित्सक					
बैंक प्रबंधक					
शहरी युवा ग्रामीण क्षेत्रों का दौरा करते हैं					

प्रश्न -११ निम्नलिखित बिक्री पदोन्नति योजनाओं के लिए आपको उत्पाद खरीदने के लिए प्रेरित किया गया है? उन्हें अपने महत्व के क्रम में रैंक करें।

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
कूपन					
निः शुल्क परीक्षण					
मुफ्त नमूना					
छोटे पैक					
भाग्यशाली ड्राँ करता है					
प्रतियोगिता					

प्रश्न -१२ जागरूकता पैदा करने या संदेश देने में निम्नलिखित मीडिया स्रोतों की प्रभावशीलता को आप कैसे रेट करेंगे।

कारक	(1) बिल्कुल	(2) बहुत	(3) कुछ हद तक प्रभावी	(4) बहुत ही	(5) बेहद प्रभावी

	प्रभावी नहीं है	प्रभावी नहीं है		प्रभावी	
पत्रिकाएं					
टीवी					
रेडियो					
अखबार					
सिनेमा					
होर्डिंग					

प्रश्न - १३ विभिन्न एफएमसीजी उत्पाद श्रेणियों में जागरूकता बढ़ाने के लिए प्रदर्शन एक प्रभावी प्रचार माध्यम हैं।

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
पेंट्स					
शैंपू					
साबुन					
केश तेल					
चेहरे पर लगाई जाने वाली क्रीम					
कपड़े धोने का पाउडर					
टूथ पाउडर					
सुगन्धित पाऊडर					
चाय					
कॉफ़ी					
मच्छर मारक					
साँस					
बिस्कुट					

प्रश्न -१४ आपके अनुसार कौन सा दैनिक अधिकतम ब्रांड ज्ञान या जागरूकता पैदा करता है?

कारक	(1) बिल्कुल	(2) बहुत	(3) कुछ हद तक प्रभावी	(4) बहुत ही	(5) बेहद प्रभावी

	प्रभावी नहीं है	प्रभावी नहीं है		प्रभावी	
अंग्रेजी में राष्ट्रीय दैनिक					
हिंदी में राष्ट्रीय दैनिक					
स्थानीय दैनिक अंग्रेजी में					
हिंदी में स्थानीय दैनिक					
क्षेत्रीय दैनिक					

प्रश्न- १५ किस प्रकार के टीवी कार्यक्रम आपका ध्यान आकर्षित करते हैं?

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी
फिल्में					
सास बहू सीरियल					
कृषि जीवन					
फिल्मी गाने					
कार्टून फिल्मस					
टेली शॉपिंग					
पर्यावरण से संबंधित कार्यक्रम					
खेल / प्रतियोगिताओं					
जासूस धारावाहिक					

प्रश्न -१६ आपकी राय में जन जागरूकता पैदा करने में मास मीडिया स्रोत प्रभावी कैसे हैं?

कारक	(1) बिल्कुल प्रभावी नहीं है	(2) बहुत प्रभावी नहीं है	(3) कुछ हद तक प्रभावी	(4) बहुत ही प्रभावी	(5) बेहद प्रभावी

हैंडबिल और बुकलेट्स					
पोस्टर					
स्टिकर					
बैनर					