

MARKETING CHALLENGES FOR RURAL AND URBAN AREAS

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ABSTRACT:

In the recent years rural market have acquired significance and attract the attention of marketers as 68.84% population of India reside in 6, 38,000 villages and overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. Due to green revolution, the rural areas are consuming a large quantity of industrial and manufactured products. In this way rural market offers opportunities in the form of large untapped market, increase in disposable income, increase in literacy level and large scope for penetration. To take the advantage of these opportunities, a special marketing strategy 'Rural Marketing' has emerged. This paper tries to understand the rural market, importance of rural marketing and status of rural market. The main aim of the study to observe the potentiality of Indian rural markets and find out various problems are being faced by rural marketer.

Keywords: Rural Market, FMCG, Disposable Income, Rural Consumers.

INTRODUCTION:

The complex and dynamic nature of rural–urban interactions test the capacity of existing governance structures to address pressing marketing challenges. There have been decades of efforts to employ marketing mechanisms that embrace cross-functional and cross-jurisdiction approaches, ranging from formal authorities to collaborations of local governments and civic organizations to more informal networks. As these have sought to wrestle with issues of limited technical and fiscal capacity and of fragmentation of structures, policies, and resources, they have been challenged by concerns about the loss of local autonomy as they pursue marketing collective action. However, with growing concern about rural–urban dissonance and divides, marketing collaboration may offer a powerful and intentional way of addressing rural–urban disparities. This article explores how issues of governance, collaboration, and marketing imbalances and inequities are being addressed by innovative marketing efforts to improve outcomes for everyone, rural and urban.

A recent research project, *Marketing challenges for rural and urban areas*, explores the premise that collaboration can be an effective way of improving social and economic opportunity and health for all people and all places in any given region. The project sets out to find and document examples of regions from across the United States that are pursuing concerted efforts to ensure that rural areas, low-income communities, and people of color are not left behind. The focus is on marketing organizations and intermediaries that show intentionality in fostering rural–urban connections; addressing issues of geographic and racial/ethnic inequity; and facilitating collaboration across public, private, and nonprofit sectors. Of interest is whether there are cases of marketing ecosystems where local and marketing community and economic development efforts are integrated with statewide institutions and networks for sustained impact.

The project combines an extensive literature review, interviews with a diverse array of experts, and seven detailed case studies, leading to a set of crosscutting findings with implications for policy and practice. Its aim is not to evaluate the

effectiveness of the various partnerships but to learn how their ability to address rural–urban dynamics has been shaped by their historical, demographic, geographic, and institutional context.

NEED FOR THE STUDY:

The topic selected for study marketing challenges for rural and urban areas, as there is greater importance of customer perception in the organization due to impact of growing customer impact on the business environment. Change is here to stay, and we need to understand that all the practices that are working today may not necessarily work tomorrow. Customers' expectations, market changes and strategic decisions will highly influence the customer's perception towards a particular brand.

SCOPE OF THE STUDY:

The study has a wider scope covering the marketing challenges for rural and urban, the people who are using **BIG BAZZAR** products and it also emphasizes on the parameters like customer awareness, customer perception branding value and image. It also throws a light on the customer awareness of the retail industry with attention to **BIG BAZAAR**. The project covers the entire branding features on their impact on customer.

OBJECTIVE OF STUDY

1. To understand the buying behavior of the rural & urban consumer towards telecommunication.
2. The factors which influence the buying behavior.
3. How these factors play an important role in buying decision.
4. To estimate the factors influencing the buying behavior of the customer
5. To know the brand image among the customers.
6. To know the brand awareness among the customers.

REVIEW OF LITERATURE:

Marketing research is "the function that links the consumer, customer, and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications." Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that *market* research is concerned specifically with markets, while *marketing* research is concerned specifically about marketing processes.

Marketing research is often partitioned into two sets of categorical pairs, either by target market:

- Consumer marketing research, and
- Business-to-business (B2B) marketing research

Or, alternatively, by methodological approach:

- Qualitative marketing research, and
- Quantitative marketing research

Consumer marketing research is a form of applied sociology that concentrates on understanding the preferences, attitudes, and behaviors of consumers in a market-based economy, and it aims to understand the effects and comparative success of marketing campaigns. The field of consumer marketing research as a statistical science was pioneered by Arthur Nielsen with the founding of the ACNielsen Company in 1923.

Thus, marketing research may also be described as the systematic and objective identification, collection, analysis, and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing.

Article: 1

Title: “rural” and “urban”-A Review

Journal: Department of Educational, Payam Noor University, Iran

Author: Anusha KS

Abstract:

The way “rural” and “urban” are defined has profound implications for policy, resource allocation, and program design. Despite obvious limitations and the availability of alternatives, most public policy makers and academic researchers use federal definitions that make hard and fast distinctions between urban and nonurban, metropolitan and nonmetropolitan—rural being a residual category. To overcome this unnuanced rural–urban statistical split, there have been efforts to form classification schemes that present a continuum from urban to rural, better reflecting the fact that rural America is complex,

Article: 2

Title: dichotomy and points to the shifting, crossing, and blurring of boundaries between rural and urban

Journal: (Isserman 2005; Lichter and Brown 2011; Johnson and Lichter 2019)

Author: diverse, and evolving

abstract: Most research rejects the notion of a simple rural–urban dichotomy and points to the shifting, crossing, and blurring of boundaries between rural and urban. Rural–urban interactions and specifically locational patterns of economic activity are products of comparative advantage, economies of aggregation, and costs of transportation and communications. Current thinking on rural–urban interdependence emphasizes that interactions can be both positive and negative and indeed that interdependence may be an underlying cause of many rural–urban conflicts. Thus, economic, organizational, and development decisions made without a rural lens may have a range of unintended social, economic, environmental, and

identity consequences (Lichter and Ziliak 2017; Irwin et al. 2010; Castle, Wu, and Weber 2011; Partridge, Ali, and Olfert 2010; Reimer et al. 2019).

Article: 3

Title: The Effect of MARKETING STRATEGIES in Attracting Customers

Journal: Department of Educational, Payam Noor University, Iran

Author: Bahman Saeidi Pour, Kamran Nazari and Mustafa Emami

Abstract:

this study investigated the impact of marketing strategies in attracting customers to saderat bank in Kermanshah province. questionnaire which included 30 questions was used to collect information in this research. the reliability of the questionnaire was calculated using Cronbach's alpha, and a value of 0.882 was obtained, greater than 0.7 which is the reliability of the questionnaire. the population used in this study is the customers of saderat bank in Kermanshah province, with at least one account, interest free loans and savings. 250 questionnaires were collected by stratified random sampling. the work has one main hypothesis and 5 sub- hypotheses. Pearson correlation test was used to test the hypotheses. it was established that factors in the marketing strategies have a significant positive effect in absorbing customers. that means the bank has a significant positive effect.

Article: 4

Title: Impact of Celebrity Marketing strategies on Customers' Brand Perception and Purchase Intention

Journal: International Islamic University Islamabad.

Author: Qurat-UI-Ain Zafar

Abstract:

This paper aims at investigating the impact of celebrity endorsements with respect to their physical attractiveness, source credibility and congruence on customers' brand perception and purchase intention. Celebrity endorsement seems to be the latest and majorly used technique by marketers these days. This paper tests the efficacy of this marketing tool. Data has been collected from 103 respondents in questionnaire form. Factor analysis, ANOVA, Regression Analysis and CronBach's Alpha were run in SPSS to verify the devised model. Significant results were deduced to enforce the hypotheses that celebrity endorsements do have impact on customer's perception and purchase intention. Further research can be conducted in this research by changing the demographics of respondents and expanding the research horizon to check the significance of media in marketing and promotion.

Article: 5

Title: The Impact of Television Marketing strategies Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision

Journal: Iqra University Abid Town.

Author: Sohail Majeed and Sana Razzak

Abstract:

In a dynamic world, competition among companies is increasing and this competition makes the way which attract customer more difficult. Cost of attracting and retaining customer is also increasing day by day. All companies try to achieve highest level of sale with their minimum or affordable budget. It is very important for the companies to make sure that they will get target return on their investment. To achieve this goal companies should have to make strategies before implementation of the plan. Marketing strategies is the most important source to promote the brand. TV is the most attractive source to attract customer attention; it requires high investment. So, this research is based on findings that will help the companies to make their ads more effective and attractive. Especially helpful for the detergent powder industries which ads are increasing day by day on TV. Sometime one exposure is enough to make purchase decision but sometime after many exposure consumers decide to buy the product. In past, much research has been conducted for different companies such as telecommunication etc, but this research is conducted for the Pakistan detergent powder industries, to make their brand more successful.

RESEARCH METHODOLOGY:

Research Design:

A research design is considered as the frame work or plan for a study that guides and helps the collection and analysis of the data.

Sound research is the basis of success of any formal research. It is said to be the blue print of the study conducted.

Nature of the Data:

The data collected for the study was mainly primary in nature. There is first-hand information which is customer opinion, towards the company products. Besides this secondary data was also collected from company brochures and company websites.

Sources of Data:

Primary data was collected from the customers who are using **BIG BAZZAR** products in Hyderabad Rural.

Secondary data was collected from the company brochures and company websites.

Methods of Data Collection:

The method adopted to elicit information from customers is structured questionnaire that contains close, open-ended questions. The reason for choosing the questionnaire method is primarily due to the qualitative nature of the study.

Survey:

Wide range of information about customer opinion, perception, and expectation is gathered through survey from Hyderabad Rural Area.

Sampling Design:

Sample Unit: The sampling unit is customers who are using **BIG BAZZAR** products, Hyderabad rural area.

Sample Size:

The sample size is 100 customers in Hyderabad rural area.

Sampling Method:

Random Sampling

DATA COLLECTION METHODS:

1. Name Of The Brand People Think First In The Rural Retail Industry.

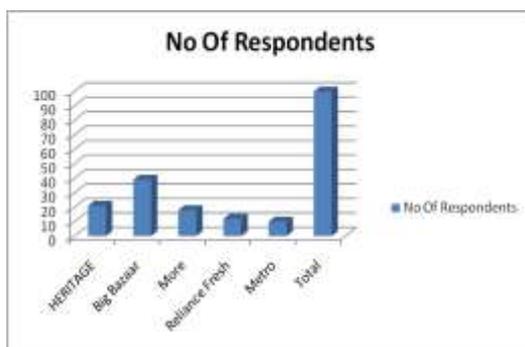
- A) BIG BAZZAR
- b) heritage
- C) More
- d) Reliance Fresh
- E) Metro

Sense of Question:

This question aims at finding the awareness of the people about BIG BAZZAR in Rural Retail industry.

Table no:1

| Brand | No Of Respondents |
|----------------|-------------------|
| BIG BAZZAR | 21 |
| heritage | 39 |
| More | 18 |
| Reliance Fresh | 12 |
| Metro | 10 |
| Total | 100 |



INTERPRETATION:

39% of the respondents are think Maruthi brand first in the industry

21% of the respondents are think BIG BAZZAR brand first in the industry

18% of the respondents are think more brand first in the industry

18% of the respondents are think Reliance Fresh brand first in the industry

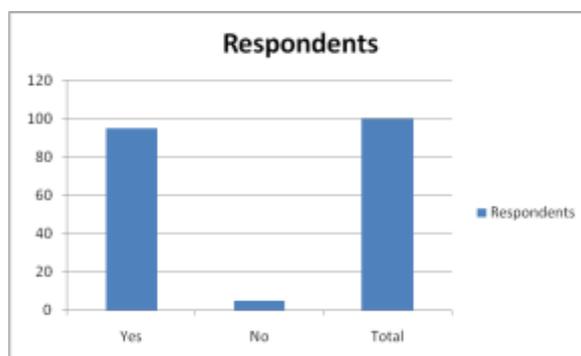
10% of the respondents are think Metro brand first in the industry

2 .Do You Hear about BIG BAZZAR Rural Retail Outlets.

A) Yes

B) No

| Options | Respondents |
|---------|-------------|
| Yes | 95 |
| No | 5 |
| Total | 100 |



INTERPRETATION:

From the above table it is clear that 95% of the respondents Know about BIG BAZZAR retail outlets

3. If Yes, Which Rural Retail Do You Know?

A. BIG BAZZAR

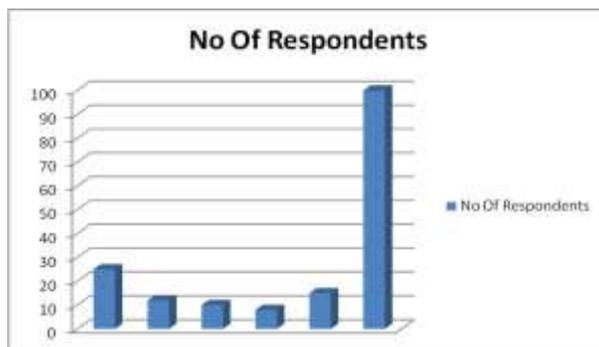
b.. More

C. heritage

d. Reliance Fresh

E. others

| Options | No Of Respondents |
|----------------|-------------------|
| BIG BAZZAR | 25 |
| More | 12 |
| Big Bazaar | 10 |
| Reliance Fresh | 08 |
| Others | 15 |
| Total | 100 |



INTERPRETATION:

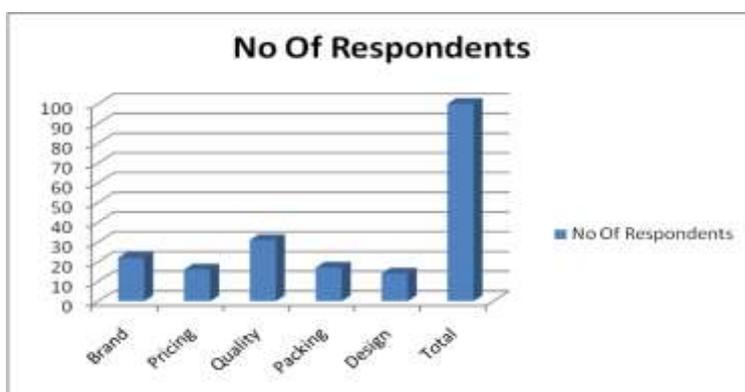
From the above table it is clear that

- 25% of the people owned BIG BAZZAR
- 15% of the people owned Other
- 12% of the people owned More
- 10% of the people owned heritage
- 08% of the people owned Reliance Fresh

4. What Are The Reasons For Buying In BIG BAZZAR?

- A. Brand
- b. Pricing
- C. Quality
- d. Packing
- E. Design

| Options | No Of Respondents |
|---------|-------------------|
| Brand | 22 |
| Pricing | 16 |
| Quality | 31 |
| Packing | 17 |
| Design | 14 |
| Total | 100 |



INTERPRETATION:

From the above table it is clear that

- 31% of the people preferring Quality when they are going to buy.
- 22% of the people preferring brand when they are going to buy.

17% of the people preferring Packing when they are going to buy.

16% of the people preferring price when they are going to buy.

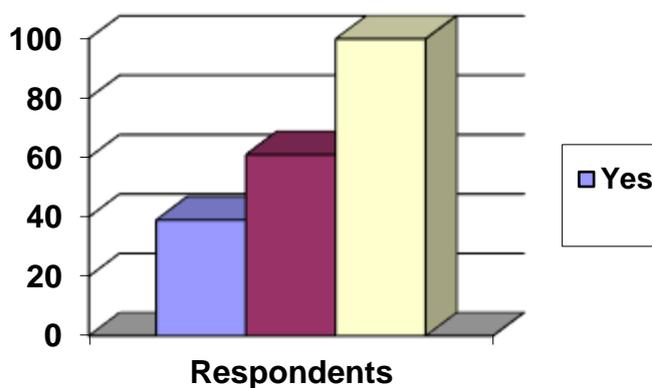
14% of the people preferring design when they are going to buy.

5. Have You Taken Products from BIG BAZZAR.

A) Yes

B) No

| Options | Respondents |
|---------|-------------|
| Yes | 91 |
| No | 9 |
| Total | 100 |



INTERPRETATION:

The respondents are much interested to take the products in BIG BAZZAR.

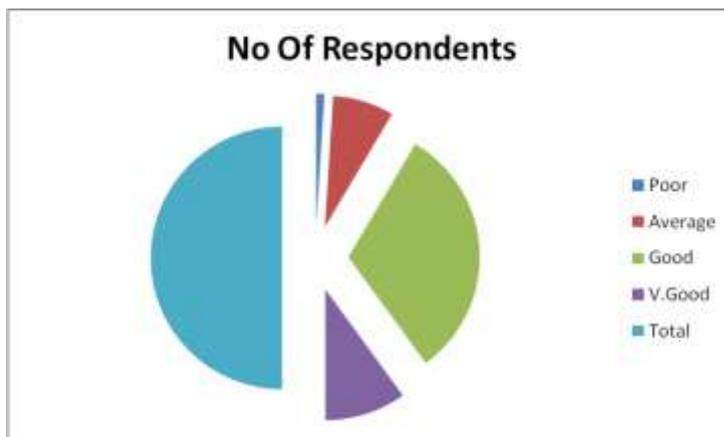
The no of people who taken BIG BAZZAR. out of 100

6. How do you rate BIG BAZZAR In Rural retail Malls.

With respect to performance

- A. Poor b. Average c. Good d. V.good

| Options | No Of Respondents |
|---------|-------------------|
| Poor | 02 |
| Average | 15 |
| Good | 63 |
| V.Good | 20 |
| Total | 100 |



INTERPRETATION:

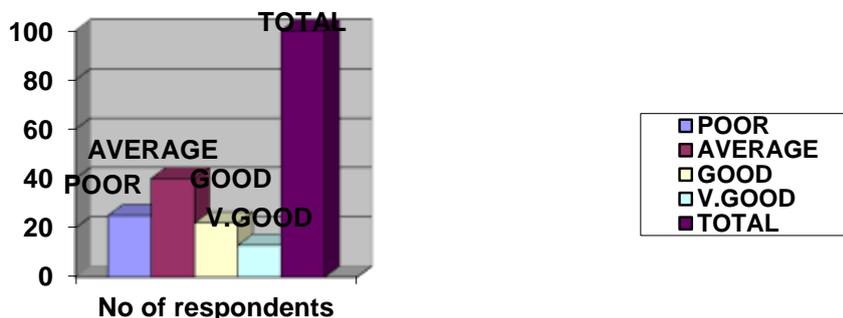
63% of the people rated that performance of the BIG BAZZAR is Good
 20% of the people rated that performance of the BIG BAZZAR is V.Good
 15% of the people rated that performance of the BIG BAZZAR is Average
 02% of the people rated that performance of the BIG BAZZAR is poor
 7 The rate of BIG BAZZAR Retail out lets With Respect To Performance/Service

A. With respect to service

A. Poor b. Average c. Good d. V. good

| Options | No Of Respondents |
|---------|-------------------|
| Poor | 25 |
| Average | 40 |
| Good | 22 |
| V.Good | 13 |
| Total | 100 |

The rate of BIG BAZZAR with Respect To service



INTERPRETATION:

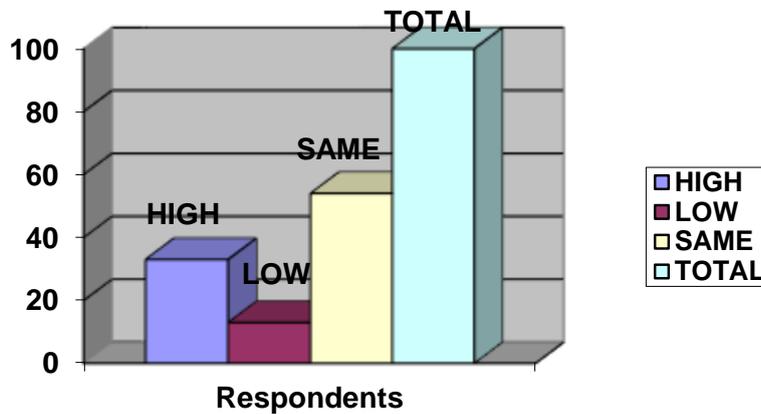
40% of the people rated that service of the BIG BAZZAR is Average
 25% of the people rated that service of the BIG BAZZAR is poor
 22% of the people rated that service of the BIG BAZZAR is good
 13% of the people rated that service of the BIG BAZZAR is V.Good

8. How is the Price of BIG BAZZAR comparing to others.

- a. High
- b. Low
- c. Same

| Options | Respondents |
|---------|-------------|
| High | 33 |
| Low | 13 |
| Same | 54 |
| Total | 100 |

Price of BIG BAZZAR Comparing To Others



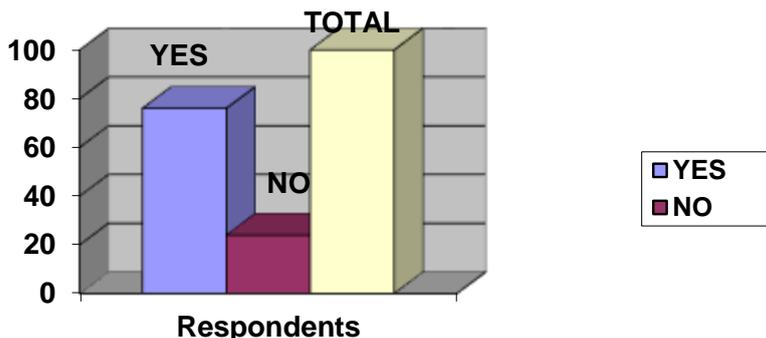
INTERPRETATION:

54% of the people feeling that Price of BIG BAZZAR is same comparing to others
 33% of the people feeling that Price of BIG BAZZAR is high comparing to others
 13% of the people feeling that Price of BIG BAZZAR is low comparing to others

9. Do you feel comfort and convenient in Purchasing in the outlets

- A) Yes
- B) No

| Options | Respondents |
|---------|-------------|
| Yes | 76 |
| No | 24 |
| Total | 100 |



INTERPRETATION:

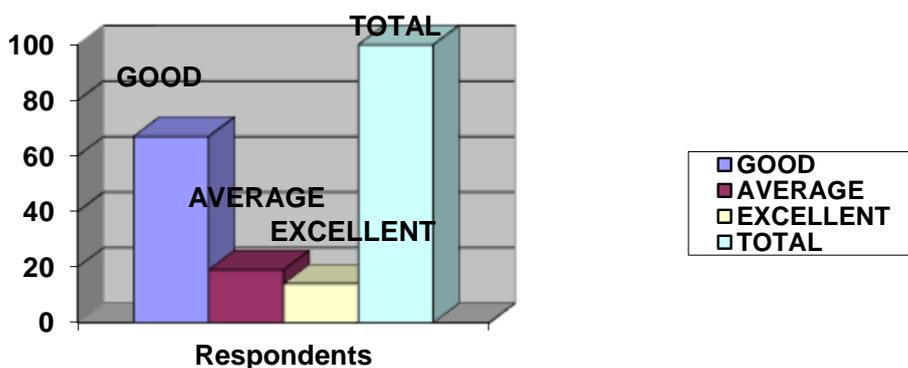
Most of the respondents i.e. 76% are feeling comfort and convenient with BIG BAZZAR India Ltd. 24% of the respondents are not feeling comfort and convenient.

10. How is the safety and security measure in BIG BAZZAR Outlet?

- A. Good
- b. Average
- C. Excellent

| Options | Respondents |
|-----------|-------------|
| Good | 67 |
| Average | 19 |
| Excellent | 14 |
| Total | 100 |

Safety And Security Measures In BIG BAZZAR



INTERPRETATION:

67% of respondents feeling good with the Safety and Security Measures in BIG BAZZAR. 19% of respondents feeling Average with the Safety and Security Measures in BIG BAZZAR.

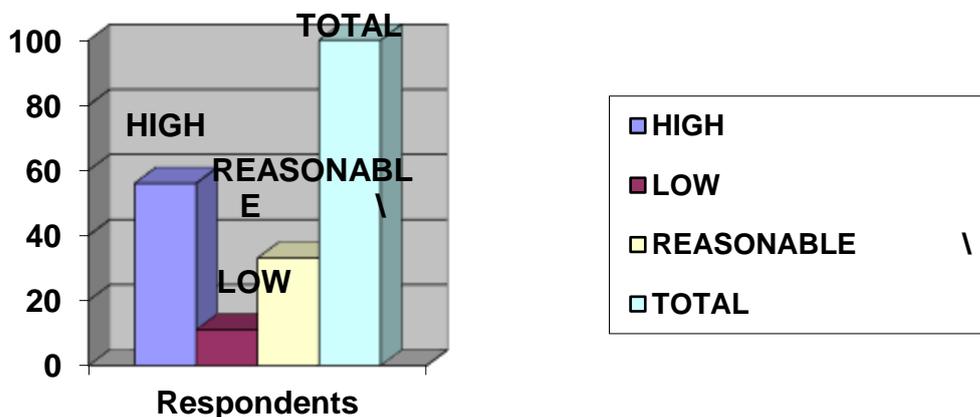
14% of respondents feeling Excellent with the Safety and Security Measures in BIG BAZZAR.

11. How Is The Pricing For BIG BAZZAR products?

- A. High
- B. Low
- C. Reasonable

| Options | Respondents |
|------------|-------------|
| High | 56 |
| Low | 11 |
| Reasonable | 33 |
| Total | 100 |

The Pricing For BIG BAZZAR Products



INTERPRETATION:

56% of respondents are feeling the pricing is high

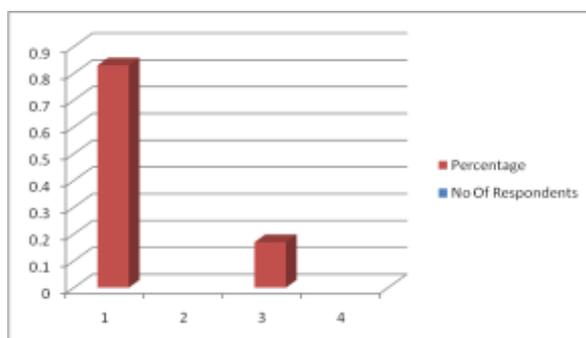
33% of respondents are feeling the pricing is Reasonable

11% of respondents are feeling the pricing is Low

12. What is the response of Management in Retail outlets?

- a. Correct response
- b. In correct response

| No Of Respondents | Percentage |
|---------------------|------------|
| Correct response | 83% |
| In correct response | 17% |



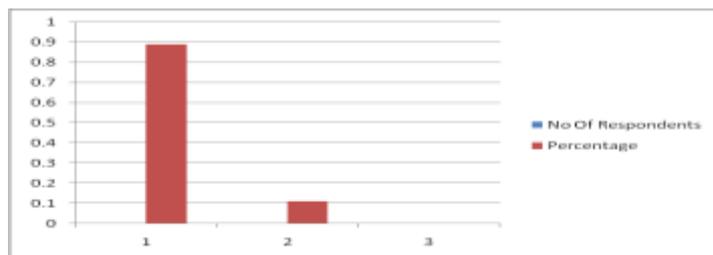
Interpretation:

Most of the respondents in hear i.e.83% said that management is giving good response and A few i.e. 17% are not getting correct response.

13. Service of the Helpers in BIG BAZZAR?

- c. Satisfactory
- d. Un satisfactory

| No Of Respondents | Percentage |
|-------------------|------------|
| Satisfactory | 89% |
| Un satisfactory | 11% |



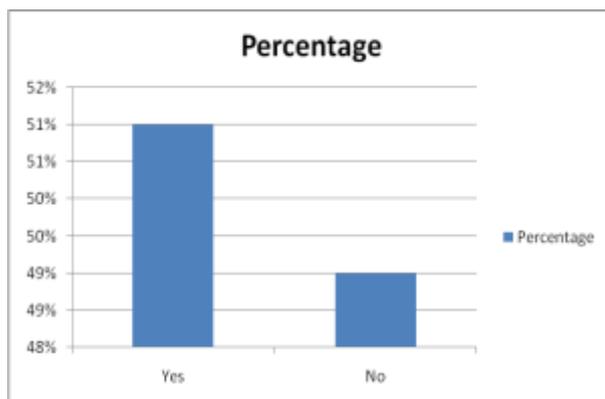
Interpretation:

Most of the respondents in hear i.e.89% said that Service of the Helpers satisfactory and A few i.e. 11% are not getting satisfactory service.

14. Are they providing regular information on New Products?

- a. Yes
- b. No.

| No Of Respondents | Percentage |
|-------------------|------------|
| Yes | 51% |
| No | 49% |



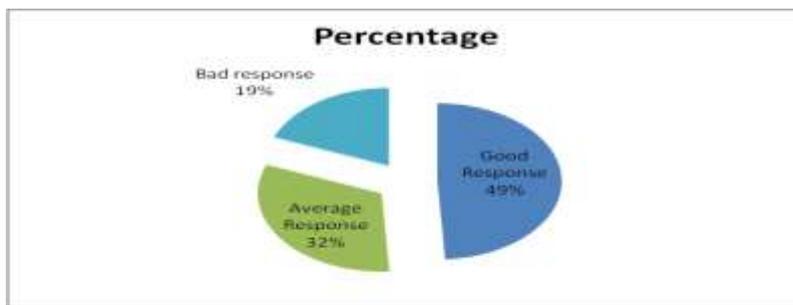
Interpretation:

51% said that they are providing regular information on New products and remaining are not receiving the information.

15. How they are responding about your Questions For the Damaged Products?

- a. Good Response
- b. Average Response
- c. Bad response.

| No Of Respondents | Percentage |
|-------------------|------------|
| Good Response | 49% |
| Average Response | 32% |
| Bad response | 19% |



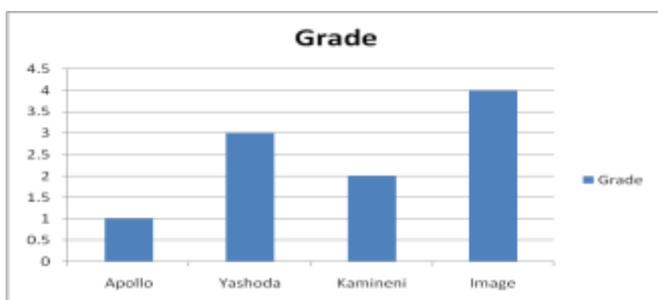
Interpretation:

49% said that they are responding very well and 32% are saying it's an average response and remaining said that it's bad response.

16. Grade BIG BAZZAR India in Providing as per your knowledge?

- a. Big Bazaar
- b. More
- c. BIG BAZZAR
- d. Metro.

| No Of Respondents | Grade |
|-------------------|-------|
| BIG BAZZAR | 1 |
| More | 3 |
| heritage | 2 |
| Metro | 4 |



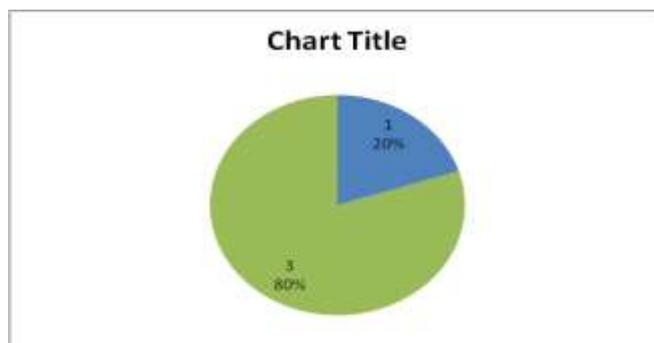
Interpretation:

They Grade BIG BAZZAR is getting 2nd rank in their opinion considering all the aspects considering and BIG BAZZAR has to improve in all aspects.

17. How Did You Separate BIG BAZZAR in the real market world?

- e. By Service
- f. By Brand

| No Of Respondents | Percentage |
|-------------------|------------|
| By Service | 90% |
| By Brand | 10% |



Interpretation:

BIG BAZZAR is very famous in its services i.e. 90% of respondents

FINDINGS

- Most of the respondents are think Big Bazaar first in the Rural Retail industry and second is our BIG BAZZAR.
- From the above research it is clear that 70% of the respondents are in BIG BAZZAR
- The drive of BIG BAZZAR is t taken by 61% of respondents
- Majority of respondent's is 63% of the people satisfied with performance of the BIG BAZZAR.
- 40% of the people rated that service of the BIG BAZZAR is Average and they are t satisfied with after sales of Products due to huge rush at Outlet centres.
- 54% of the people feeling that Price of BIG BAZZAR is same comparing to others
- Most of the respondents , 76% are feeling comfort and convenient with Outlets
- 67%of respondents feeling good with the Safety And Security Measures In BIG BAZZAR Outlets
- 56% of respondents are feeling the pricing is high.
- 58% of respondents satisfied Good with BIG BAZZAR
- 30% of respondent's choice is BIG BAZZAR among other brand.

SUGESSTIONS

- There is a need to improve service to customers for this purpose there is a need to open New service stations in twin cities. And provide best service.
- The Company should develop the promotional Strategies like Advertisement to capture more market.

- The company needs to develop the branding strategies in a publicity point of view, because public relations are more important than advertisement.

CONCLUSIONS

The research has brought to light various facts about customer perception on branding. The questionnaire that was contact customers to obtain their feedback had helped to understand customer needs and wants and their feedback is providing to maintain better customer relationship.

1. Among the communication options about customer awareness there is significance difference.
2. BIG BAZZAR is maintaining a good position in the market among its competitors.
3. Almost customers preferring brand and price in buying FMCG.
4. Among the customer perceptions about BIG BAZZAR is significance difference. Most of the customers feel happy and satisfied with it.
5. Most of the customers satisfied with BIG BAZZAR Outlet service also.
6. Most of the customers rated the service is Above average
7. Most of the respondents are feeling comfort and convenient.

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