



An Investigation Into Rural Promotion Of Products With An Emphasis On Pickles And Fertilizer

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Abstract

This study makes an effort to understand the different levels of businessmen who use different promotional tactics in the rural market. The concept of rural marketing was crucial to the prosperity of rural businesses. The growth of rural commerce contributes to an increase in India's GDP. In this research article, we examine the high demand for rural goods like fertiliser and homemade pickles. We may learn about the rural product, financial terms, and product promotion through this study. Rural markets are currently on a development path employing a variety of promotional approaches, methods, and business houses pay particular attention to them. Beyond the typical low-cost, straightforward goods and services, rural residents look for the best value. Rural marketing is highly challenging because it requires a variety of original concepts to market or sell a product. The people are facing issues with regard to rural products. Rural marketing has gained more momentum as a result of globalisation and privatisation. Rural marketing has been greatly assisted by the green revolution. This research paper's main goal is to examine rural marketing products and firm financial success in order to provide a framework for customising the classic and contemporary marketing mix for rural context-specific links.

Keywords: Rural Market, rural consumer, fertilizer, affordable price, innovative ideas.

1. Introduction

Businesses in India are more confident than ever about the growth of the country's rural consumer market. Market is the process used to determine what product or services may be in the interest of customers and the strategy to use in sales communications and business development. We are going to study about different types of product promotions and financial terms and learn strategies adopted by business growth in the rural market for successful business.[1] How they should make the product for low

income groups and attract them towards their products. Rural consumers having unique social and cultural backgrounds have put the marketers into a challenging situation for developing strategies to react to the sale of their product. With continuous increasing the purchasing power of rural people and saturation in the urban market. The focus of attention of companies has moved to rural areas. In Spite of the important rural market growth of the economy and wellbeing of people our understanding of the complexities and nuances of rural marketing are still evolving. Understanding the consumers needs and their characteristics is an important aspect of rural marketing. In this research paper we study rural product promotion and its financial terms such products are fertilizer and home- made pickles. This is a huge consumption product by consumers in rural and urban as well as. In India, people who live in rural areas are generating income from many streams, such generating electricity through solar energy, rental of agriculture, investing in agriculture production etc. Half of the income is generated by the rural areas only as more than 70% of people are involved in agriculture activities as it is their livelihood. Rural market is greater than the urban market nowadays. The Indian rural market is greater than the other country market but rural markets face many challenges while promoting their products in the market because of many reasons such as lack of knowledge of technologies, lack in generating funds, competitive markets, etc. Rural market has to face many problems while understanding the market for the urban areas. The corporate companies must take proper strategies and products to understand the rural areas. [7]As almost all people are engaged with the farming Fertilizer is the most used product in the rural areas.

1.1 Rural Market

Rural market is the market which is run in the rural areas to encourage the rural people towards the market. Rural markets are formed to improve the standard of living of the people. Rural markets have innovative ideas related to their products. Rural markets have products related to agriculture. Rural market has innovative approaches to extend their market. Rural market is to satisfy the needs and wants of rural areas.

1.2 Rural Consumer

Rural Consumers are the consumer which lives in the rural area of the country. In India almost all consumers are the rural consumers only. Rural consumers need the product at a very reasonable rate. Rural consumers do not afford the very high rates or brand products to use. They refer to local products to use which they can afford as per their income.

1.3 Fertilizers

Fertilizer is the pesticides used to grow the plant. Fertilizer is a material which is made of natural products applied in the soil for the growth of the plant. Fertilizers can be produced by the natural or industrial also. Fertilizers give proper nutrition to the plant

to grow in a proper manner. Fertilizers are very useful for the farmers.

1.4 Affordable Price

Affordable price means the price which is at a reasonable rate for the consumer. Rural areas need an affordable price so that they can buy the product easily because their annual income is not that much. Rural area people search the products at a very low rate or at a very affordable rate to purchase any product.

1.5 Innovative Ideas

Innovative ideas means the ideas which are unique in the market. Rural areas need innovative ideas to promote their products for the consumers. Innovate idea is the idea which adopts a new idea, tool or a method for product promotion. There must not be the same ideas to promote every product; it must be unique for all the products. Innovative ideas are very useful for promoting the products anywhere in the world.

2. Objectives

- To study the rural marketing environment.
- To find out the types of promotional tools available in the rural market.
- To know the rural product financial operations in rural markets.
- To study the intellectual capacity and buying behaviour of rural markets.

3. Review of Literature

Malick et.al (2014) Because of the recent increase in rural incomes, rural markets present a fantastic opportunity for a focused marketing campaign. Because of improved production and greater pricing for agricultural commodities, such incomes will rise more quickly. Rural marketing is a concept in development, and marketers lately became aware of the potential for market expansion. Any large-scale marketing plan for these areas should emphasise accessibility, availability, and price.

Patak Son Romun Chiru (2018) in these research study it has been expressed that the study was done to know the various level of businessman compliance with the help of the promotional tools that are applied in the rural market. This study covers only the churachandpur district as the population sample of these studies was only with churachandpur district. The study helps in understanding the marketing fertility which gives the instant as one of the most important parts of the country as rural people mostly believe in their custom and traditions due to which people do not easily adapt new practices.

Dr.T.V.Malick et.al, (2014) in this Research paper the researcher has done the study on the strategies used in the rural market and what are the pros and cons faced by the rural market. The researchers have analyzed that the rural market offers a great scope for

concentrating marketing efforts because as many of the people are engaged in farming activities which helps in increasing the rural incomes with increase in production activity and promoting the agriculture commodities with higher prices. Rural markets are the important factor towards growth and development.

Therefore researchers have suggested to mainly focus on the rural market and accordingly find out the appropriate solutions and make correct decisions for the same.

Shiv Shankar Das et.al, (2018) these research study helps in understanding the importance of rural market with help of its marketing strategies which have contributed in the development and growth of the economy. After the research study the researchers have analyzed that the marketers have mainly focused on the rural market. Import and export of the goods and services has further boosted the rural marketing as the rural market consists of wide varieties of products and services to offer. In these competitive markets the competition for rural consumers are becoming stiff and also becoming more challenging day by day. The main objective of this paper was to analyse the rural market and the adapting traditional strategies for the rural market which helps in increasing the income and also developing the rural market.

Priyanka Singh et.al, (2013) in these research study it is analyzed that as rural market is the major sector in development and growth of the economy it has many opportunities available in the market to excel and also on the other hand many challenges as well to face. In this paper the researcher has suggested different types of strategies to be adopted grabbing the growing market in rural areas for being a successful firm in the market. The researcher also analyzed that to get successful business a person should start the business in the village area of rural market because more than 60% of the people are living in the village area and are engaged in primary sector business (i.e. agricultural activities, dealing in dairy products, etc.). The rural market should analyse the demand of the rural consumers and accordingly they should manufacture the product for lower income class people and attract them towards their products.

J.K.Vasavada et.al, (2014) in this research paper the main objective of this paper was to understand the actual concept of what is actually a rural market. The researcher has mainly focused on the traits, opportunities and challenges that are faced by the companies while penetrating the rural market. This paper has also taken a glimpse about the study of some FMCG companies and their innovative practices adopted for the rural market. The researcher suggested that increased focus on the farming sector will boost rural incomes because most of the people live in villages and also farming is their livelihood. Therefore it is very essential to explore the rural market and grab the opportunities to expand the market.

Pradeep Kumar et.al, (2013) in these research papers the researcher has mainly focused on the challenges and the opportunities of Indian rural markets with the help of SWOT analysis. The researcher has analyzed and suggested that today corporations must understand the rural markets in a different context to expand and promote the rural

market because Indian rural market is very large in size and has great opportunities and scope to excel in the competitive market. Though there is high risk involved in these markets but to expand and for growth and development of the rural market it is essential to study the behaviour of the rural consumer and attract these consumers towards the product to increase the demand.

Bensch et.al (2018) imply that, as long as non-branded products are accessible, promotion efforts and branded solar products may not be required to build successful off-grid solar markets abroad. This is especially true in Burkina Faso. Reaching the extremely poor, who are unable to afford the investment expenses for any energy, poses a hurdle.

Chin et.al (2018) The tourism industry's future success is largely dependent on environmental sustainability, especially in delicate rural tourist areas. Alternative strategies such as green marketing and green tourism help to guarantee the environmental sustainability of tourist locations. However, in the context of rural areas, green marketing has not gotten much attention. This is the first study that has been done to examine how tourists perceive the relationship between green purchasing behaviour in rural tourism areas and green marketing techniques (eco-brand, eco-label, and environmental advertisement).

Ibănescu et.al (2018) Three composite indices—demographic stability, public services, and socioeconomic sustainability—were the subject of an investigation into how tourism affected rural communities' ability to develop sustainably. Mann–Whitney The differences between rural communities with and without tourist arrivals on each of the aforementioned indices were assessed using the U test.

Nieto et.al (2018) In order to address the demographic, social, and economic issues that rural areas in Europe, including Extremadura, face, a number of rural development assistance programmes (LEADER Approach) have been put into place since the 1990s. These programmes' major goal is to diversify the economy in order to solve these issues.

Sisto et.al (2018) Rural areas in developed nations are complicated webs of social, political, and historical elements. A variety of uncertainties are also typically present. As a result, there are frequently inconsistencies between measures and the aims and goals of rural development in practise. A crucial element in avoiding this pitfalls is gathering pertinent information from local stakeholders.

Kurata et.al (2018) Solar home systems are recognized as a promising technology to mitigate energy poverty, promote renewable energy, and achieve Goal 7 of the United Nations Sustainable Development Goals by 2030. This study examines the determinants of solar home system adoption, with a focus on similarities and differences between households and micro-enterprises.

4. Research Methodology

Primary data is the data collected by the first hand source. The data is collected using some tools such as from the interview questionnaire. The data is collected from the research point of view only. The survey is done in the rural areas only. The survey is done by the rural entrepreneurs only. After the collection of data analysis has been carried out on various parameters of the marketing holding, capital revenue, all size population.

5. Statistical Tools

There are various tools that analyze the data. These tools help to understand the perfection in the data analysis in paper. The some statistical tools are used in the research paper are:

- Bar Graphs
- Pie Charts
- Tables

Sample Population: 99

Table.1 Data Analysis

Gender		Business men & Business women		Doing Business in Years			
Male	Female	Fertilizer	Pickles	2 Years	5 Years	10 Years	Above 10 Years
66	33	60	39	33	21	18	27

5.1 Interpretation

From the above table the researcher came to know that there are a total 66 males are entrepreneurs in rural areas and 33 females are entrepreneurs in rural areas. In rural areas a total 60 & 39 males and females are businessmen and businesswomen who are doing fertilizer and pickles respectively. There are 33 entrepreneurs who are working in this field from the last 2 years, 21 entrepreneurs from 5 years, 18 entrepreneurs from 10 years and 27 entrepreneurs from above 10 years.

Table.2 Promotional Tools & Advertisement Impact

Particulars	Tool Promotion Pickles and Fertilizers	Advertisement impact
Advertisement	22	35
Mouth to Mouth Promotion	40	41
Pamphlets	10	10
Radio or T.V	22	4

Free Sample	5	9
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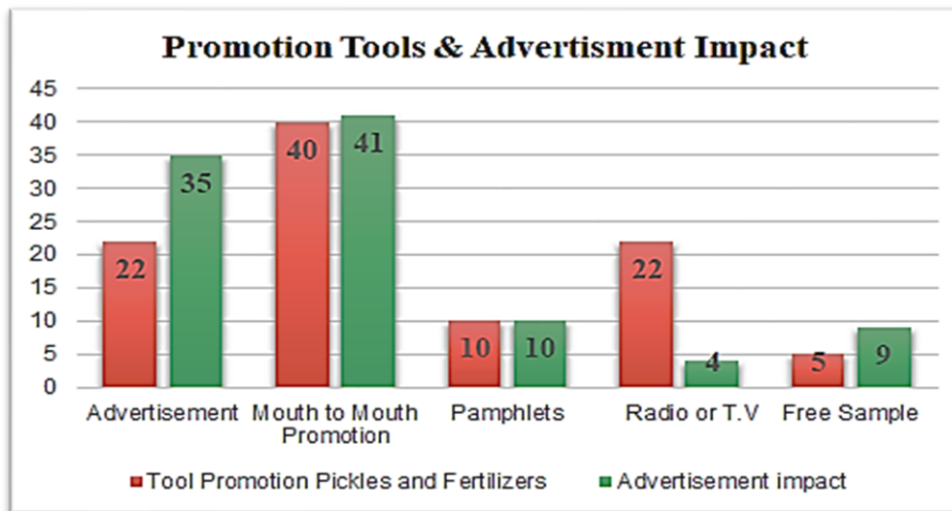


Figure.1 Promotional Tools & Advertisement Impact

5.2 Interpretation

From above data we study which promotional tool is most used for the product promotion and impact on consumers. It seems that the mouth to mouth promotion tool is used most in rural areas and its impact is also high on consumers, second most usable promotional tool is advertisement methods and it also has a positive impact on the business. Pamphlets, radio or T.V and free samples less used as promotional tools for product promotion and it has less impact of product on consumers.

Table.3 Capital Required

Particulars	Capital for Pickles	Capital for Fertilizers
50000	6	8
100000	9	12
250000	22	12
Above 250000	16	14

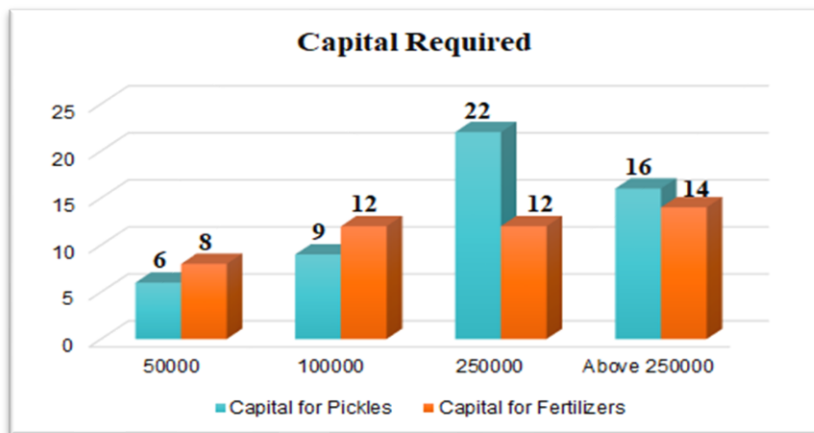


Figure.2 Capital Required

5.3 Interpretation

From the above table researchers came to know that the almost same capital is required to set up the pickles and fertilizer business in the rural area. 50 thousand of capital is required in both the business but fertilizer business required more capital than pickle business. The fertilizer business requires natural things while making pesticides. As sometimes entrepreneurs required 1 lac, 250000, above 250000 capital in the business. As researchers came to know that more capital is required in the fertilizer and in some cases pickles also required little bit high capital because it provides some extra benefits with their capital such as pickle bottle, labeling, etc.

Table.4 Revenue Generated

Income Range	Revenue for Pickles	Revenue for Fertilizer
1 lac-2 lac	12	6
2 Lac- 4 lac	6	15
4 lac - 6 lac	12	17
Above 6 lac	15	16

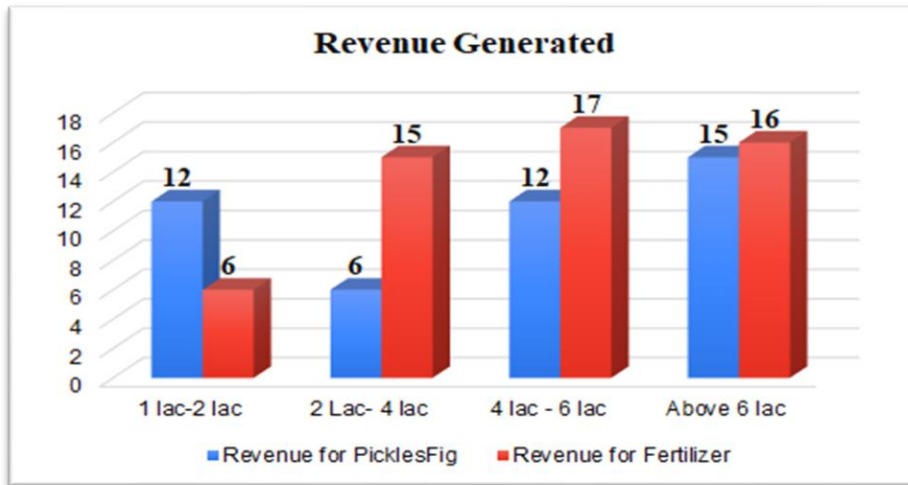


Figure.3 Revenue Generated

5.4 Interpretation

From above data analysis we can understand that the revenue generated in pickles and fertilizers business are vary from each other such in pickles and fertilizers the income range is 1 lac -2 lac has 12 and 6 entrepreneur earning respectively, 2 lac - 4 lac has 6 and 15 entrepreneur earning respectively, 4 lac - 6 lac has 12 and 17 entrepreneur earning respectively, and above 6 lac 15 entrepreneur in pickles and 16 in entrepreneur in fertilizer earning respectively.

Table.5 Promotion in Urban areas

Promotion in	Hypothesis	Fig	Excepted	
Yes	0.5	39	49.5	2.22727
No	0.5	18	49.5	20.0455
May be	0.5	42	49.5	-7.5
Total		99		14.772

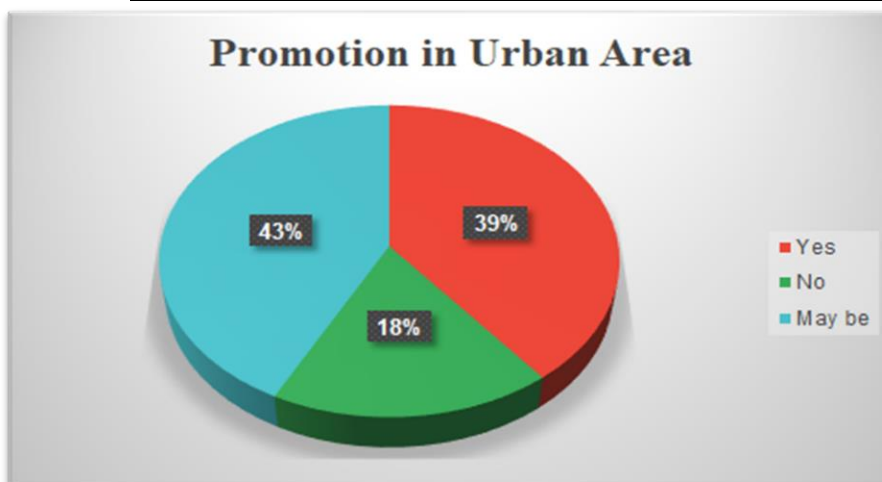


Figure.4 Promotion in Urban areas

5.5 Interpretation

From above the data we used chi-square. Chi-Square test is a statistical tool which shows the difference between the actual frequencies and expected frequencies.

- H_0 = Respondent does not get influenced by promotion in urban areas.
- H_1 = Respondent does influenced by promotion in urban areas
- H_2 = respondent maybe or may not be influenced by promotion in urban areas

The Chi-square value of (X^2) of table 5. Probability due from the chi-square distribution table is greater than 0.00001 and the value expectation is $p = 8.25621E-06$ which means that the probability of getting these numbers at random is "p" which is greater than $p > 0.05$. Since p value is greater than significant value so we accept the hypothesis. So we conclude that rural entrepreneurs are thought to promote their product in urban areas. This means that the entrepreneurs are developing their skills and increasing their business into the urban area but they are also thinking too much to go into the urban market.

6. Findings

- In this research we find out how the promotional tools are used in rural areas and their impact on consumers.
- In rural areas the cost of capital is lower than the urban because raw materials are available at reasonable cost.
- Many entrepreneurs are advertising and selling their goods in urban areas also to increase their business.
- It also finds out that men & women both are doing business in pickles and fertilizers and running it successfully.
- We study in rural areas the requirement of capital for business required is less and it generates revenue from business with the expectations of entrepreneurs.

7. Suggestions

- Rural entrepreneurs must improve, or make attractive their promotional methods and to develop their business in urban areas.
- Rural entrepreneurs must also focus on the free sample promotions so that the consumers can buy their products easily.
- Rural entrepreneurs should not increase their capital while setuping business.
- Entrepreneurs should analyze the market before making any decision changes in business.
- All entrepreneurs should work with unity and coordination so no one will affect their business.

8. Conclusion

From the above research we study that fertilizers entrepreneurs are more than pickles entrepreneurs. Male and female both are doing business in both sectors successfully. We study that from the above research many entrepreneurs are working from the last two years in the fertilizers and pickles of both the businesses. From the research we can see that the mouth to mouth promotion tool is used in both the businesses as tool promotions and its impact on advertisement but free sample tool is very less used as promotional tool and it impacts on advertisement, because free sample is a high cost promotional tool. From the research it seems from the point of view of the finance sector as business required capital to run the business successfully, so it parallelly generates the capital and revenue. We came to know from above research that the pickles business required more capital and revenue to survive in business rather than fertilizer business because pickles need proper food packaging and printing and labelling with all food quality certificates. It also studied that from the above research that rural businesses used promotional tools in a traditional way which required cost as per promotional tool used for the product. Many entrepreneurs of rural areas wish to develop their business or set up the business in urban areas also. In last it concluded that rural areas are developing in business fields and they know more about business running strategies and are more literate now they are and slowly developing the business in urban areas also.

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