



STRENGTH OF RURAL MARKETING IN THE PERSPECTIVE OF FARMERS AND TRADERS – AN EMPIRICAL ANALYSIS

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ABSTRACT- Rural marketing is one of the emerging concepts which have attracted the attention of marketers globally in the recent years. The concept incorporates the marketing strength in rural marketing in the perspective of marketers. The present study analyzed the significant variables of market strength regarding the view on eight in rural marketing. The important market strength in rural marketing narrated by the factor analysis are availability of products and raw materials, Government support, provision of communication facilities, untapped market, local support, marketing capacity, marketing knowledge, and market surplus. The score of variables in rural marketing practices have been highly viewed variables in strength by marketers are marketing knowledge and local support, availability of products and raw materials.

Key Words: Market Strength -Rural Marketing-Farmers and Traders.

I. INTRODUCTION

The Rural market has changed drastically in the past one decade. A decade ago, the rural market was more unstructured and was not a prioritized target location for corporate. Very few companies, mainly the agro-based ones, were concentrating in these markets. There are no innovative strategies and promotional campaigns. A distribution system did exist, but was feeble. Illiteracy and lack of technology were the other realized factors leading to the poor reach of products and lower level of awareness amongst villagers. Gradually, corporate realized that there was saturation, stiff competition and clutter in the urban market, and a demand was building up in rural areas. The marketers in the rural marketing are able to face different competitive pressures that depends on the strength of the companies. The farmers and traders view on the important market strengths in rural marketing are availability of products and raw materials, Government support, provision of communication facilities, untapped market, local support, marketing capacity, marketing knowledge, and market surplus.

STATEMENT OF PROBLEM

People in rural India are spending more than those in urban areas, according to a study by Accenture, a multinational management consulting, technology services and oil company. Many corporations are recognizing this enormous opportunity and stepping up efforts to gain a strong foothold in India's rural markets. But they are meeting with mixed results. Dynamics of rural markets differ from other market types, and similarly rural marketing strategies are also significantly different from the marketing strategies aimed at an urban or industrial consumer. So, different opportunities and challenges prevail in rural market which needed to be studied spontaneously so as to avoid failure and to face competition. So, in this context, the present study focuses on the strength in rural marketing as per the view of farmers and traders.

OBJECTIVE

The main objective of the study is strength of rural marketing in the perspective of farmers and traders.

II. METHODOLOGY

This study focuses on the southern districts namely Kanniyakumari, Tirunelveli, Tuticorin and Viruthunagar. The determined sample size of farmers and Traders are equally distributed in all four districts. In total 596 farmers are equally distributed in all the districts and hence the sample size in each district is 149 farmers and 94 traders under judgment sampling method.

COLLECTION OF DATA

The present study is merely based on the primary data. The primary data were collected through a well structured interview schedule. The data were collected from the farmers and Traders who are marketing the produce in the rural markets.

FRAMEWORK OF ANALYSIS

The collected data from farmers and traders were analyzed with the help of “t” statistics to find out the significant difference among the farmers and traders regarding their view on strategic rural marketing practices. (CFA) Confirmatory Factor Analysis was administered in order to identify important problems and tested with the help of KMO measure of sampling adequacy and Bartlett’s test of sphericity.

LIMITATIONS OF THE STUDY

The present study is subjected to the following limitations:

- The applied sampling procedure is ‘purposive sampling’ which is non-probabilistic.
- The scope of the study is confined to only southern part of Tamil Nadu.
- The variables related to the various constructs developed in the present study are based on the review of previous studies.

STRENGTH OF MARKETERS IN RURAL MARKETING

Variables in Strengths (ST)

S.No	Variables in ST	S.No	Variables in ST
1	Availability of products and raw materials	5	Local support
2	Government support	6	Marketing capability
3	Provision of communication facilities	7	Marketing knowledge
4	Untapped market	8	Marketable surplus

The market strength in the rural marketing is playing an important role in the marketers’ view on marketing. The strength in the rural marketing have been examined under eight important forces namely availability of products and raw materials, Government support, provision of communication facilities, untapped market, local support, marketing capacity, marketing knowledge, and market surplus.

MARKETERS’ VIEW ON VARIABLES IN STRENGTHEN (ST) IN RURAL MARKETING:

The marketers view on variables in strengthen (ST) are discussed by the mean score of all eight variables in ST. The score of each ST are drawn from the mean score of variables in ST. The mean score of each variables in ST among the farmers and traders have been computed separately along with ‘t’ statistics. The results are shown in table no 1.1

Table No 1. Marketers’ View on Variables in Strengthens (ST) in Rural Marketing

S.no	Variables in ST	Mean score among		‘t’ statistics
		Farmers	Traders	
1	Availability of products and raw materials	3.3669	3.8994	-2.6173*
2	Government support	3.3042	3.7083	-2.4229*
3	Provision of communication Facilities	3.3902	3.7146	-2.4083*
4	Untapped market	3.4083	3.7247	-1.4667*
5	Local Support	3.4111	3.8084	-2.4908*
6	Marketing capacity	3.4082	3.8226	-2.3086*

7	Marketing Knowledge	3.4189	3.8117	-2.4382*
8	Marketer Surplus	3.3445	3.7884	-2.4011*

Significant at five percent level

The highly viewed variables in ST by the farmers are marketing knowledge and local support since it's mean scores are 3.4189 and 3.4111 respectively. Among the traders, these two are availability of products and raw materials and marketing capability since it's measures are 3.8994 and 3.8226 respectively. The significant difference among the farmers and traders have been noticed in their view on seven out of eight variables in ST since it's 't' statistics are significant at five percent level

VARIABLES IN STRENGTHENS (ST) AND ITS RELIABILITY

The score of all variables in ST have been included to examine the reliability and validity of variables in ST with the help of confirmatory factor analysis (CPA). The CFA result in content and convergent validity. The overall reliability of variables in ST has been estimated with the help of cronbach alpha. The result are given in table 1.2

Table No 2. Reliability and Validity of Variables in ST

S.No	Variables in ST	Standardized factor loading	't' Statistics	Composite reliability	Average variance extracted
1	Provision of communication Facilities	0.9117	4.1173*	0.7841	55.08
2	Untapped market	0.8734	3.8717*		
3	Local support	0.8224	3.2414*		
4	Government support	0.7908	2.8909*		
5	Marketing Knowledge	0.7664	2.6693*		
6	Availability of products and raw materials	0.7241	2.4734*		
7	Marketer surplus	0.6847	2.3969*		
8	Marketing capability	0.6209	2.1173*		
Cronbach alpha : 0.8042					

*Significant at five market level

The included eight variables in ST explain it to an extent of 80.42 percent since it's cronbach alpha is 0.8042. The standardized factor loading of variables in ST are greater than 0.60 which reveals the content validity. The significance of 't' statistics of the standardized factor loading of variables in ST reveal it's convergent validity. It is also proved by the composite reliability and average variance extracted since these are greater than it's standard minimum of 0.50 and 50.00 percent respectively.

LEVEL OF STRENGTH OF THE MARKETERS IN RURAL MARKETING (SSM)

The level of strengths of the marketers in rural marketing as per the view of marketers is measured by the mean score of all eight variables in it. It is denoted by SSM. In the present study the SSM is confined to less than 2.00: 2.00 to 3.00 : 3.01 to 4.00 and above 4.00. The distribution of marketers based on their SSM is given in table no 3

Table No 3. Score on Strengths of the Marketers in Rural Marketing (SSM)

S.No	SSM	Number of marketers in		Total
		Farmers	Traders	
1	Less than 2.00	89	19	108

2	2.00- 3.00	174	52	226
3	3.01 – 4.00	197	148	345
4	Above 4.00	126	163	289
Total		586	382	968

The important SSM among the marketers are 3.01 to 4.00 and above 4.00 which constitute 35.64 and 29.86 percent to the total. Among the farmers these two SSM are 3.01 to 4.00 and 2.00 to 3.00 which constitute 33.62 and 29.69 percent to its total respectively. Among the traders, these two are above 4.00 and 3.01 to 4.00 which constitute 42.67 and 38.74 percent to its total respectively. The analysis reveals that the view on the strengths of the marketers is higher among the traders compared to the farmers.

III. SUMMARY OF FINDINGS

The strength in rural marketing are examined by the traders are availability of products and raw materials, Government support, provision of communication facilities, untapped market, local support, marketing capacity marketing knowledge, and market surplus. The highly viewed variable in strength by marketers is marketing knowledge and local support, availability of products and raw materials, marketing capability respectively. The strength (ST) of the rural marketing as per the view of the marketers is examined with the help of eight variables. The highly viewed variable by farmers and traders are marketing knowledge and availability of products respectively. There is a significant difference among the farmers and traders regarding their view on seven out of eight variables in strengths. In total the strengths are highly viewed by the traders compared to farmers.

IV. CONCLUSION

The present study concludes that the strength in rural marketing are availability of products and raw materials, Government support, provision of communication facilities, untapped market, local support, marketing capacity, marketing knowledge, and market surplus. If the marketers be aware about the above said points they reap more and succeed in rural marketing.

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