Classical Issues in Rural Marketing Environment

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ABSTRACT
Indian is a country with 3883 million sq. kilometers surrounded by water and cordillera. Irrespective of the area our country is facilitated with all the resources, which can be classified as natural and artificial resources. Man is a natural resources who artificial resources. Whether natural or artificial, it is only for the beneficial experiences of man. If we go on analyzing the purpose of existence of man, even a layman may say that one lives for others and not only for him alone. A man cannot do all the things for his survival alone, because as an individual no one can live in this world all alone. A chain of relation exists until man persists in this world. Every country is provided with some abundant natural resources or other. Still the researches could not say why that particular resources are abundant there. Likewise, every hamlet is blessed with some resources where man has to optimally use them, and not waste them. On the other side, he desires to sell to the neighboring states, districts and even countries. Government has been encouraging a lot in produced by the self Help Groups, whatever it is i.e., handicrafts, agricultural products, natural products like honey, sea foods, etc.

Keywords: Rural and Urban an Overview, Rural Marketing Environment, Factor Influencing the Rural Environment

Introduction:
Indian is a country with 3883 million sq. kilometers surrounded by water and cordillera. Irrespective of the area our country is facilitated with all the resources, which can be classified as natural and artificial resources. Man is a natural resources who artificial resources. Whether natural or artificial, it is only for the beneficial experiences of man. If we go on analyzing the purpose of existence of man, even a layman may say that one lives for others and not only for him alone. A man cannot do all the things for his survival alone, because as an individual no one can live in this world all alone. A chain of relation exists until man persists in this world. Every country is provided with some abundant natural resources or other. Still the researches could not say why that particular resources are abundant there. Likewise, every hamlet is blessed with some resources where man has to optimally use them, and not waste them. On the other side, he desires to sell to the neighboring states, districts and even countries. Government has been encouraging a lot in produced by the self Help Groups, whatever it is i.e., handicrafts, agricultural products, natural products like honey, sea foods, etc.

One extreme of the country is provided with abundant natural resources and the other extreme has deficit over it. This should not persist as long as man has some choice of relationship with the neighbors. Man, individually cannot do anything. Barter system merely explains the dependence of man with his surroundings. Man once exchanged goods for goods, but there existed a lot of difficulties where man could not carry hefty goods from one place to another. After this, man exchanged goods with gold, silver, etc., then for Rupees, but today man has no need to carry money or any other goods to buy goods. It is enough if he takes a cheese book or ATM cards or even DD. This is the advancement we are gifted with through the development and growth of technology. A hefty trade barrier has been shed only because of the existence of the modern transaction system.
Rural Marketing:

While defining the term rural market, it is not enough to be market; it is not enough to be contained in a mere number of words, because that much growth man has been gifted with technology in all the aspects which may be transaction, communication, etc.

Still people give different meanings to the term rural marketing with widening scope. All the items to be marketed can be considered and added in rural marketing because 70% of the people reside in the rural area and the rural land is benefiting them.

Rural and Urban an Overview:

“In a land of one sq.km. If 5000 people reside then it is considered as urban area. Also if 75% of the people are not involved in agricultural activities that particular area should be covered with 5000 people. To the contrary it applies to rural area. All places with municipality, corporation, cantonment board and other notified areas. Other places which satisfy the following criteria are with a minimum of 5000 people, at least 75% of the male working population engaged in non-agricultural pursuits, a density of at least 400 people per sq.km”.

Rural Marketing Environment:

Rural marketing environment can also be classified as controllable and uncontrollable environment. Micro and macro environment can also be added with the environment for rural market. It is better if we consider the controllable and uncontrollable environment. Even today some people say that the entire variable can be controlled, so we cannot say that there exists some uncontrollable environment. Even there they have said that if there exists some natural calamities that only should be considered as uncontrollable. But to the business scenario we should consider the variables that affect the business or the market.

Market:

Market is a place where the goods or products are exchanged or transacted. Today if it is asked to a layman, he may say market is a place where animals, fishes, and vegetable are sold. Of course it is, called so, but it does not confine to a particular area. All the things considered in the world are a market. For example, labour market, capital market, vegetable market, etc. something should be exchanged but both the parties should be compensated or remunerated. If this happens, then it is considered as a market for the sake of simplicity. Also there exist markets like regulated market for every type of product, which is enforced under some special acts.

Rural Market:

In India all the markets can be considered as rural market, because the maximum percentage of the people lives in the rural area. Most of the marketers have been entrenching their efforts to sell their product to the rural market. The one most abundant product that all desire to have at all time is the grocery items. Man needs some food. He gets satisfied with his nearer shop. So, most of the popular, even multinational firms, have been tailoring their efforts in promoting the rural market. Also the agricultural products have been produced from the rural environment and sold in the urban areas.

Rural Market Environment:

On the basis of control, we may say that the environment is controllable and uncontrollable; but regarding the area or of the people, we can call the environment as rural environment and urban environment.

Wherever there exists an environment there exist psychological aspects. Psychologically concepts play a vital role in the entire environment, because the environment itself consists of man where he is bound by psychological concepts.
Rural Environment:

The rural environment comprises the Panchayats, Block Development Centre, the Youth Development Broads, etc. All the centers are for the development of the people. There exists a hierarchy, which is controlled by the district administrator. For the sake of control and development separate niches have been developed to the maximum satisfaction of the people.

Panchayat Broad:

Through voting, president is elected. In the panchayat office there will be an Executive Officer assisted by some people.

Whatever decision is to be taken will be decided by this group. It is a nodal center to implement the resolution passed by the district collector, the state and central heads of any state and country. Also for a particular region there is village office headed by the village administrative officer who handles all the land and other executive functions. This can be considered as a system where it functions with some hierarchy. For all the actions to be taken and implemented the district collector is the prime officer.

Block Development Office:

The block development office executes some routine development work, which may be initiated by the central and state Government. Here it is to be noted how this affects and effects the business or the marketing activity. Today all the activities of the central and state Government affects the business. Man in the social environment cannot evade any events or function, which is executed by several functionaries.

Urban Environment:

The tendency of the urban people is different compared to the rural people. Their per capita income increases, which leads to the increase in the individual expenditure of the people. The tendency of spending is more while compared to the rural people. The urban people do not keep the uncertainty in mind, because they have the confidence that they can earn wherever they go.

Factor Influencing the Rural Environment:

Before detailing the distinct factors influencing the rural environment, it is a must to explore the area where the rural marketing can extends. Rural marketing extends to the area of agriculture and agriculture-related products, because it is the only source and means where it helps the maximum
people who reside in the rural areas. Rural marketing is one of the potential markets where all the major marketing firms can entrench. Our country produces agricultural products. That too is exported to foreign countries. There are countries which do not have any agricultural products but they stand top in their economy. This shows their hard work towards the development of their economy. If our people with passion work towards the goal they have their mind, surely it is easy to reach the unreached and for the development of the nation. Nation’s health and wealth is the health and wealth of the individual. Everyone in India should have the responsibility and the patriotism to strive for the improvement of the Indian industry. The handicrafts, handlooms, fishing, agricultural activities all tend to the development of nation. Foreigners and tempted to buy our handicrafts not only today but it was so when India was under the control of the British. The carpentry work, the sculpture, the pottering and other important things attract tourists. Many of these items are manufactured in the rural places but sold in air-conditioned show room in cities. Anyway it is a way of promoting the things made by the culture bound Indians. No one can deny that the Government is encouraging self-help groups. It is not sufficient if the urban people alone are encouraged to have companies, to have ownership. After the industrial revolution, only urbanization has been popular. People formed unions, which are also in the rural areas that promoted the uncivilized and ill-tailored groups and individuals to the development of our nation. Now let the factors affecting the rural marketing are discussed.

1. **Civilization:**
   To a layman it may be fashion accompanied by dressing and the way people move in the society. With the changing times civilization gets developed. Culture is one of the ingredients, of civilization gets developed. Culture is one of the ingredients, of civilization. Timely development of civilization makes the culture to grow, which is inherited by the people of some prolonged period. Distinctly it cannot be taken out but it goes along with them or else it is hand in hand. We cannot say fully that the civilization cannot change the old culture, because man has humanity, which is inherited, since his existence. We may say man was once an animal, but he becomes a full man in the society to uplift the civilization. If man was an animal the world would not have developed to this extent.

2. **Culture:**
   As already said, culture is one of the consequences of civilization, still culture is going on developing and that surely affects and affects the rural marketing. Previously people in the rural areas reared hen, cow, and goat which got an income through eggs, milk and meat, but today it has been going on an decelerating rate but the farms have been increased which has again become a profession to a few people who may be unemployed or to any other people. We have the same thing with us since the beginning but the total system has been so changed that no one can deny it.

3. **Trend:**
   It is also one of his aspects that man is tempted by changes in the trend; again the trend goes along with the change in culture. Whatever we have in this world is only for our benefits. Trend withstands for some period. With compassions a particular model has been revolving around us where all will be tempted to change. Women’s going to offices has become a trend and it changes the total environment. Again the trend creates some fad in the minds of the people. Trend affects also effects the rural marketing, because, for example, it people all change their mindset to move from the rural to urban area, it affects the rural environment. People’s move from rural to urban increases unemployment problem, but also accelerates the growth of self-employment that paves the way for the growth of the nation’s economy.

4. **Fad:**
   Fad is the one which withstands for a very short period with high intensity or velocity; after a particular period it becomes nil. It has a high correlation with the rural marketing. Through the term rural marketing is not confined to a particular limit, it applies to all the marketing concepts.

5. **Standard of Living of the People:**
The above-discussed points determine the standard of living of the people. Standard of living does not represent the dressing style, the way of approach of individuals towards the society but the simplicity man adopts in doing things. Previously man had a drive that he needs employment. If one is employed the other may think that his standard of living has risen but his monthly income may be standard but monetarily he may not be sound. On the other side if a person does business he will surely earn a lot but the income is uncertain.

6. **Demographic Variables:**
The demographic variables comprise of age, sex, income, educational qualification, personality, etc. all these have direct influence on the rural market. Not only it affects the rural market but also the urban market activity.

7. **Political Environment:**
Instability of the political party will not surely affect the rural market because all the political parties have the desire to improve the rural people. Besides, the mission of all the political parties may be to improve the downtrodden community.

8. **Legal Environment:**
In the rural marketing there is no possibility of adulteration and the illegal activities to be carried down in the business, because the rural people are generally more honest than the urban people. So the legal environment may not be a hindrance to do any business in the rural marketing.

**ISSUES IN THE GOVERNMENT POLICIES:**

1. **Administrative office of firms:**
   To start a business government has given subsidy to the people to start it in the rural or remote place to improve or to develop the backward area but the administrative office should be in the cities or town limits. People of high officials will be in the administrative office rather than the company or the work spot. This may not make the backward area developed. With the change and growth of technology man even in a remote village can access any work without any difficulty. Then why an administrative office should not be located near the company itself that may help develop the remote area to a great intense.

2. **Regulated markets:**
   There exist a lot of difficulties in the regulated market. For example, before some years coconut products could be sold in the regulated market where there existed a barrier. There a person having 5 acres could sell his products to the regulated market. The other, below 5 acres can also sell, but above 5 acres holders cannot, sell them in the regulated market. This is what happened when people were prepared to sell their copra in the regulated market. Of course, the objective of every government is to encourage the small land cultivators but it has ignored the people who produce in bulk. Without any difference both the type of people should be encouraged.

3. **Unemployment problems:**
   If employment problem increases, people neglect and hinder all the effects they strive in the society for the wellbeing of themselves and the society. Government has reduced the employment opportunities that will directly influence the rural market.

**CONCLUSION**
To the possible extent government has amended and enforced several acts to protect and safeguard the welfare of the farmers, the rural people, etc. Majority of the people in India live on agricultural income, so it should be encouraged without any deterrent in the policies of the government. The density of people in the urban area is high but the population i.e., majority reside in the rural areas. As all know, the potential market for marketing is the rural market, and it should be encouraged. Farmers are the backbone of a country. Of course our technology has been improved and updated to some extent and all efforts should be made to improve the farmers’ welfare. Some resources back every country but India is blessed with abundant natural resources. Since India is in the equator we can be marketed well.
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