

## A Study Of Rural Marketing Environment In Waigaon Village

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### ABSTRACT:

India is a vast country with 1,370,499,520 which is largely agricultural and rural. More companies are turning to rural markets to expand the scope of their operations and also to pre-empt competition. Rural markets are tomorrow's market and the marketer should know how to penetrate these markets. This is not just because 70 percent of population still lives in rural areas, but because of the sweeping changes that are occurring. Rural marketing incorporates the marketing of agricultural products, rural industries products and services of many kinds. The researcher has framed to study the Marketing Environment of waigaon Village.

**KEYWORDS:** Geographical Indication (GI), FMCG Goods, Curcumin, anti-oxidants, Political Environment.

### INTRODUCTION:

Rural Marketing is based on consumption pattern and use of goods and services and flows between rural and urban locations. Rural is defined as that which is not urban.

Urban is:

1. All locations with a municipality, municipal corporation, cantonment board or notified town area.
2. All other locations satisfying all of the following criteria:
  - (a) Minimum population of 5000.
  - (b) At least 75 per cent of the male workforce engaged in non-agricultural activities.
  - (c) A population density over 400 per/sq.km.

The rural marketing is witnessing a fairly substantial and large variety of transaction and considered as part of rural marketing.

These can be categorised as follows:

1. Marketing of agricultural input like fertilisers seeds pesticides, farm machinery etc.
2. Marketing of products made in urban locations and sold to rural populations and rural areas like soap, toothpaste, medicine, batteries, bicycles, two wheelers, television and radio etc.
3. Marketing of products made in rural areas and sold in urban centres like khadi cloth, jute products, handcrafted products like textiles, care products, agro- based products, milk products, leather etc.
4. Marketing of products made and sold in rural areas like milk products, toothpowder, cloth, and vegetable and cattle products.

Rural Marketing refers to the activities undertaken by the marketers to encourage the people, living in rural areas to convert their purchasing power into an effective demand for the goods and services and making these available in the rural

areas, with the intention to improve their standard of living and achieving the company's objective, as a whole.

The Rural Marketing is a two-way process, i.e.,

- **Urban to Rural:** FMCG Goods, Agricultural fertilizers, automobiles, etc. are offered by the urban market to the rural market.
- **Rural to Urban:** The agricultural supplies viz. Fruits, vegetables, flowers, milk, etc. is offered from the rural market to the urban market.

### **Growth of Rural Marketing:**

The greater importance is given to the rural market as a different segment with a vast market with large number of smaller markets due to growing economic power and purchasing power, improved communication and accessibility, high growth and untapped potential. The large rural population is an important factor in high demand of certain goods and services. Also, increasing competition in urban markets make rural market an attractive new market for marketing products to cater to these rural needs and wants. The major reasons for growing rural markets are:

1. Growing population
2. Market size and penetration
3. Current consumption an indicator to vast future potential
4. Competition in urban market
5. Change in rural consumer behaviour
6. Accessibility of markets
7. Increasing income and purchasing power

In fact marketing is a dynamic state of affairs and is part and parcel of the whole economy. Thus production and marketing are the two faces of a coin. Rural marketing constitutes the nerve centre of rural development activities. Rural marketing is a two way marketing process. Rural marketing is based on consumption pattern and use of goods and services and flows between rural and urban locations. A few years back, the rural market in India was an unknown area and many companies were not interested in entering the rural markets in India, as the demand pattern was fragile, seasonal, poor purchasing power of people. It covers the marketing strategies aspects of rural produce with special reference to products and services within the rural areas.

## **WAIGAON**

Waigaon is a small Village in Samudrapur Taluka in Wardha District of Maharashtra State. It belongs to Nagpur Division. It is located 48 KM from Wardha. Waigaon is world famous for Turmeric. The Waigaon-variety turmeric is rich in curcumin content, which was originally grown in Waigaon. Although the normal curcumin content in turmeric by weight is 2 to 4 percent but anything above 6 percent is considered good. According to Spices Board of India, Waigaon's turmeric curcumin content is 6.24 percent by weight. Farmers of Maharashtra's Waigaon have received a Geographical Indication (GI) tag for organically grown turmeric that is rich in curcumin and also known for many health benefits. Though curcumin is the bioactive molecule in turmeric, as it contains at least 20 molecules that are anti-biotic, 14 cancer preventives, 12 anti-tumour, 12 anti-inflammatory and least 10 anti-oxidants molecules. Waigaon turmeric has also bagged a GI tag

(registration No. 1471) in 2016. Approximately 80% farmers cultivate Waigaon Turmeric in Waigaon Village.



Waigaon Turmeric plantation



Waigaon Turmeric

## 2. Statement of the Problem

Rural Marketing have been widely attracted significant from various groups. Therefore it is the need of time to have the study rural marketing environment. The researcher has framed to the Marketing Environment of waigaon Village.

### **3.Objectives of the Study:**

1. To study about the rural marketing environment.
2. To study the strategies of rural marketing
3. To evaluate the key decision areas in rural marketing.

### **4. Need for the Study**

There are many research projects regarding the Rural Marketing. A Study of rural marketing environment in Waigaon village is an untouched topic, hence the present study has been undertaken to fill up that gap.

### **5. Research Methodology:**

- Primary data: A structured questionnaire is used to collect the primary data.
- Secondary data: Secondary data is collected by referring related books, journals and web sites.

SAMPLE: The sample size of the study is 300.

### **6. Tools and Techniques**

Simple percentage

### **7. Limitations**

- The survey was restricted to waigaon village.
- The number of respondents was limited to 300 only.

### **8. Respondents' data**

Question no.1

Gender of the respondents

Gender	No. of Respondent	Percentage
Male	186	62.00
Female	114	38.00
Total	300	100.00

(SOURCE: PRIMARY DATA)

The above table shows the gender of the respondents. Out of the total respondents taken for the study, 62 % are male and the remaining 38 % are female.

Question on. 2

Income source mainly from:

Source	No. of Respondent	Percentage
Turmeric Cultivation	237	079
Other	063	021
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows the respondents Income source mainly from turmeric cultivation.

Out of the total respondents taken for the study, 79% of the people Income source mainly from turmeric cultivation while 21%of the people income source from other. Majority of the Income source mainly from turmeric cultivation.

Question no. 3

Land use pattern

Land use pattern	No. of Respondent	Percentage
Turmeric	238	79.33
Other	062	20.67
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows Land use pattern. Out of the total respondents taken for the study, 79.33 % land use for turmeric cultivation and 20.67% use land for other purpose. Majority of the people use land for turmeric cultivation.

#### Question no.4

Aware Waigaon turmeric cures cancer

Aware	No. of respondents	Percentage
Yes	292	97.33
No	008	02.67
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people aware Waigaon turmeric cures cancer. Out of the total respondents taken for the study, 97.33% aware Waigaon turmeric cures cancer 2.67% not aware Waigaon turmeric cures cancer. Majority of the people aware Waigaon turmeric cures cancer.

#### Question no. 5

Literacy Hindrances the marketing

Literacy Hindrances	No. of respondents	Percentage
Yes	247	82.33
No	053	17.67
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people opinion that literacy Hindrances the marketing.

Out of the total respondents taken for the study, 82.33 % opinion that literacy Hindrances the marketing and 17.67% opinion that literacy not Hindrances the marketing.

Majority of the people opinion that literacy Hindrances the marketing.

## Question no. 6

Geographical Indication (GI) tag increase the business

Increases Business	No. of respondents	Percentage
Yes	267	89
No	033	11
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people opinion that Geographical Indication (GI) tag increase the business.

Out of the total respondents taken for the study, 89 % opinion that Geographical Indication (GI) tag increase the business and 11% opinion that Geographical Indication (GI) tag increase the business.

Majority of the people opinion that Geographical Indication (GI) tag increase the business.

## Question no. 7

Irrigation increase the turmeric cultivation

Irrigation Increases	No. of respondents	Percentage
Yes	239	79.67
No	061	20.33
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people opinion that Irrigation increase the turmeric cultivation.

Out of the total respondents taken for the study, 79.67 % opinion that Irrigation increase the turmeric cultivation and 20.33% opinion that Irrigation not increase the turmeric cultivation.

Majority of the people opinion that Irrigation increase the turmeric cultivation.

## Question no. 8

Language is barrier for marketing the product

Language is barrier	No. of respondents	Percentage
Yes	221	73.67
No	079	26.33
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people opinion that Language is barrier for marketing the product

Out of the total respondents taken for the study, 73.67 % opinion that Language is barrier for marketing the product and 26.33% opinion that Language is not barrier for marketing the product. Majority of the people opinion that Language is barrier for marketing the product.

Question no. 9

Whether Aware Waigaon turmeric is world famous

Opinion	No. of respondents	Percentage
Yes	274	91.33
No	026	08.67
Total	300	100

The above table shows whether people aware waigaon turmeric is world famous.

Out of the total respondents taken for the study, 91.33% people aware waigaon turmeric is world famous while 8.67% people not aware waigaon turmeric is world famous. Majority of the people aware waigaon turmeric is world famous.

Question no. 10

Whether Political Environment help for marketing

Opinion	No. of respondents	Percentage
Yes	229	76.33
No	071	23.67
Total	300	100

(SOURCE: PRIMARY DATA)

The above table shows people opinion that Political Environment help for marketing.

Out of the total respondents taken for the study, 76.33 % opinion that Political Environment help for marketing and 23.67% opinion that Political Environment not help for

marketing. Majority of the people opinion Political Environment help for marketing.

### Results and Discussion:

- Most of the public respondents are male.
- Majority of the Income source mainly from turmeric cultivation.
- Majority of the people use land for turmeric cultivation.
- Majority of the people aware Waigaon turmeric cures cancer.
- Majority of the people opinion that literacy Hindrances the marketing.
- Majority of the people opinion that Geographical Indication (GI) tag increase the business.
- Majority of the people opinion that Irrigation increase the turmeric cultivation.
- Majority of the people opinion that Language is barrier for marketing the product.
- Majority of the people aware waigaon turmeric is world famous.
- Majority of the people opinion Political Environment help for marketing.

### Conclusion & Recommendation:

Rural marketing is a developing 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. Any macro-level strategy for these markets should focus on availability, accessibility and affordability. More focus on the Language and communication which increases the selling of the product worldwide.

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