Further Scope of the study

According to Census of India 2011, out of total population of 1.21 Billion (121 Crores), 0.833 Billion (83.3 Crores) are in rural areas. The spread of population in 4,200 cities and towns is to the extent of 25 %, and of the remaining 75% is in 5,76,000 villages. As it is a known fact that more than sixty percent of the population of India resides in the rural areas, the sellers of different products have huge markets to conquer in these areas. In this study it was seen that people in the remote rural areas or interior areas do not get the privilege of using many brands available in the market, as the availability of the brands is very less. Even if the people know about the major brands they are not able to use it. There is wide availability of counterfeits or fake products. These counterfeiters are cheap and also widely available, thus people use them more.

This study has a wide further scope to be carried on. The researchers can study about different demographic behavior of the villagers. As the rural people are moving towards the urban areas for work and are using technology of all kind, they would be more aware of the products and brands. And this can be of great support in understanding their changed behavior towards different products.

There are people in the rural areas that are moving towards urban areas also for the higher education. This will also play a very important role in studying the changed behavior of the rural towards their use of products.

A study can be made on the reason why there is a wide availability of counterfeit products in the rural markets. During this study it was seen that the counterfeit products (look-alike and spell-alike) products are available in the urban markets also but mostly targeted towards the labor class people. It can be probably because these labor class people come from the rural areas and don’t know much about the products. Study can also be made to study where these kind of counterfeit products are made and how are these products distributed.

More studies can be done on the supply side also. Different strategies for selling the products by the companies in the rural regions can be studied and also the distribution
channel which makes it possible for the products to reach in the remote areas. Is the distribution channel good enough to reach the remote or interiors? If the channel is good enough hen why are people not getting the genuine brands to use? All these questions need a thorough study to be done.

Gujarat has electricity in almost all its villages except a few. And according to the CEA (central Electric authority) report (Link Given in references) by 2015 all the villages in Gujarat will be electrified by 2015. With the technology reaching even to the rural areas people will have access to all kind of advertisements and this may lead to more knowledge of the available products.

Further studies can be made on the IMC programs designed by the companies to promote the products sold by them. There can be exclusive advertisements and sales promotion programs which would lure the villagers to buy the products. Studies can be made to understand the population region wise and what kind of advertisements and promotional programs can be designed for them. More work can be done on finding out what media would suit best in different areas so as people in rural areas come to know about different products available in the markets.

The study can further be continued to understand dynamics of the rural people in the other parts of the world.