CHAPTER-2

REVIEW OF LITERATURE

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➢ RESEARCH GAP
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REVIEW OF LITERATURE

Mithleshwar Jha (1988) had made a study on, “Rural marketing: some conceptual issues”. The study was carried out on the concepts of ‘rural’ and ‘marketing’, though used very frequently in various forums, have eluded any precise and non controversial definitions. When we joining resulting concept ‘rural marketing’ means different things to different persons. This confusion leads to distorted understanding of the problems of rural marketing. Poor diagnosis and, more often than not, poor descriptions. The objective of this study is to make a modest attempt at understanding to concept of rural marketing, through conceptualization based on the literature review and some experimental learning. In order to achieve this objective we will attempt the following:

i. Developing a framework for understanding rural marketing;

ii. Exploring the state of the art based on the framework developed;

iii. Examining the contributions from other disciplines (economics, sociology, anthropology, etc);

iv. Reviewing the literature on rural situation; and

v. Exploring future concerns of rural marketing.
The Indian marketing literature a dominant theme is agricultural marketing of agricultural produce and that of agricultural inputs. We find lots of empty cells even in terms of products the focus is limited to fine grains, cash crops and inputs like fertilizers, pesticides, seeds and farm machinery. It shows a clear bias in favor of those who use modern, high cost inputs and produce surplus for urban consumption, constituting may be, around 10% of the rural population.

Griffin and Hauser (1993) studied, “The Voice of The Customer”, which is stated to be a hierarchical set of customer needs, it indicates importance of customer. This study focused on the tasks of identifying, structuring and providing priorities for customer needs. Customer interest in and preference for these concepts are compared to measured and estimated values. Finally it examined from the viewpoint of achieving customer satisfaction. A customer need is a description, in the customer's own words, of the benefit to be fulfilled by the product or Service.

It is based, on the product’s features, but it is also based on the image created by advertising, packaging, word of mouth, social context, etc. Marketing is an integrated activity that attempts to design the product (physical features) and the marketing to influence customer perceptions.

According to the Hartman Reports (1996), “Food and the Environment: A Consumer’s Perspective”, about 7% of the population, called “true naturals,” is already strongly committed to environmentalism and to organic foods. These shoppers are regular consumers of organic products, are willing to pay premiums for organic and earth-sustainable products, and will refuse to buy over-packaged products. The new green mainstream is 23% of the population, and represents the greatest opportunity for market expansion of organic and earth sustainable products. They are increasingly curious about environmentalism, and are concerned about chemical pesticides and fertilizers, but they remain resistant to paying premiums for environmentally sound products.

People in this segment are not actively seeking information, but are more likely than the average person to have purchased sustainable products or visited a health food store/supermarket in the past month. Availability remains one of the key barriers to increased purchasing of organic for this group. Although this segment mirrors the total population demographically, one notable difference is their tendency to be more concerned about social and environmental issues, and a tendency to stand up for the things in which they believe. The affluent healers (12% of population) are higher income, better educated people often employed in managerial positions. The Hartman group identifies as a “secondary target” for environmentally sound products. Because they have a tremendous amount of disposable income, they present a great opportunity in terms of buying power. They want to help the environment, but it is not one of their top concerns. Nutrition, health and wellbeing are more important to this segment; they will be more likely to buy sustainable products if they think that these items have added nutritional value.

P.C. Jain (1999) gives some insight into the Bhils and Minas of Rajasthan. The objective of the study is to find out the development attained by these two tribal groups. The development is through various sources. In the First Year Plan, the State government is committed on constitutional ground to bring the tribals at par with the other tribal groups who are economically and socially advanced.

Hitendra Bargal, Dr. Pithadia Vijay (2000), “Promotion of Brand in Rural Market of India”. The study had shown that Promotion of brands in rural markets requires the special measures. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard. The word of mouth is an important message carrier in rural areas. Infect the opinion leaders are the most influencing part of promotion strategy of rural promotion efforts. The experience of agricultural input industry can act as a guideline for the marketing efforts of consumer durable and non-durable companies. Relevance of Mass Media is also a very important factor.

The strong Indian brands have strong brand equity, consumer demand-pull and efficient and dedicated dealer network which have been created over a period of time. The rural market has a grip of strong country shops, which affect the sale of various products in rural market. The companies are trying to trigger growth in rural areas. They are identifying the fact that rural people are now in the better position with disposable income. The low rate finance availability has also increased the affordability of purchasing the costly products by the rural people. Marketer should understand the price sensitivity of a consumer in a rural area. Indian Marketers on rural marketing have two understanding first is the urban metro products and marketing products can be implemented in rural markets with some or no change and second is the rural marketing required the separate skills and techniques from its urban counterpart. The study had found that the Marketers have following facilities to make them believe in accepting the truth that rural markets are different in so many terms. (i) Low priced products can be more successful in rural markets because the low purchasing powers in rural markets. (ii) Rural consumers have mostly homogeneous group with similar needs, economic conditions and problems. (iii) The rural markets can be worked with the different media environment as opposed to press, film, radio and other urban centric media exposure. How reality does affect the planning of marketers? Do villagers have same attitude like urban
consumers? The question arises for the management of rural marketing effects in a significant manner so than companies can enter in the rural market with the definite goals and targets but not for a short term period but for longer duration. Conclusions of this study had been shown that the sponsorships to the Melas and Hats must be considered in a significant manner. Selection of brand ambassadors, lyrics must not be ignored in this regard. They have a special liking for folk culture so this can be taken in an effective utilization of brand promotions. The Language and content must be according to the suitability of rural environment. Background figures are also a deterministic factor. Admissibility of brand ambassadors plays an important role in this regard. Special promotion measures are the strong applicable factors in this regard.

5. Hitendra Bargal, Dr. Pithadia Vijay 2000, Promotion of Brand in Rural Market of India; indianmba.com/faculty column/articles.
Krishnamurthy (2000) had, “Washing Machine /Refrigerator-Dried and Drained”. The study had carried on that the industries are agreed on one aspect that the growth rate declined and is declining further. Reason for that is the companies are unable to penetrate their products in rural markets of the country. This study has discussed the changes that have taken place in the macro environmental factors in India, and their impact on marketing mix and on the Indian consumer behavior. It also discusses the impact of the changing consumer environment on marketing. If IT is the wringer for the washing machine segment, it is getting cold for the refrigerator. Less-than-anticipated growth, in the face of intensifying competition and rising costs, can hardly be expected to get the industry foaming. This study suggests that in 1999-2000, sales growth rates in the washing machine and refrigerator industry were 2 per cent and 4.5 per cent respectively. Industry estimates vary and put it at 10 per cent for washing machines and 8 per cent for refrigerator. Growth in washing machines has been more rapid compared to refrigerators. One factor that may explain the less-than-anticipated growth appears to be the inability of the companies to penetrate the rural market. However, the penetration in the cities and suburbs of the North and the West has more or less saturated taking into account the disposable incomes. In this backdrop, the lack of contribution from the rural markets is impeding growth.
Surjit Singh (2000), “Micro Finance for Poor in Rajasthan: The Importance of Self-Help Groups”. This study attempts to look at the micro credit delivery system especially the role of Self-Help Groups in rural Rajasthan sponsored by both NGOs and otherwise. By the end of March 1999, there were 555 SHGs linked to banks of which linkage was provided to 126 SHGs directly without intervention of any NGO and 429 SHGs were linked through NGOs (NGOs were facilitators). Out of these 555 SHGs, 400 were exclusive women groups. These SHGs have been provided Rs.1.70 lakh bank loans. The study deals with 32 SHGs in Alwar, Udaipur, Jodhpur, Hanumangarh and Kota districts. The SHGs in Hanumangarh were not supported by NGOs, but had been promoted by Oriental Bank of Commerce. These districts have about 60 percent of banks linked with SHGs in Rajasthan.

Initially, in most groups it was thought that only weaker sections in the village like wage labourers, marginal and landless people would be included in the groups. Later on it was realized that anyone interested in this work is welcome. The basic purpose of SHGs has been to inculcate habit of collective thinking among the members and helping poor to increase their incomes. The study shows that there is a gender difference in the group performance. Women borrow more for household needs while men borrow for income generating activities. The saving contribution of male exclusive groups is higher than female exclusive groups. The mixed groups perform better than male exclusive groups. The SHGs in Rajasthan have a large number from non-BPL families.

The skill development in terms of account keeping, maintenance of ledgers, attendance of meetings, decisions on loan disbursals are collectively done and all members abide by the decision taken. There are no doubt those SHGs formation has led to empowerment of the poor in Rural Rajasthan. The role of SHGs in the credit delivery is becoming very important. It is serving dual purpose of bringing the poor together for self-support and enhancing their capacities to raise family incomes. The self- esteem of the poor does go up as observed in the study done in rural Rajasthan.

Gaurav Ranjan Sinha (2003), “Different Aspects Related to Self Help Groups and Need Assessment of the Members: A Study of Jhadol Block, Udaipur during Audit of Self- Help Groups”. This study after reviewing the SHGs of Sewa Mandir in Jhadol block argues that the various aspects involved in the SHGs reflects that problems and development are sailing in the same boat. But if the problems are analyzed deeply, the result is different. The development through the teamwork has brought significant changes in the living standards of the people. Increase in self-confidence can be seen when the women speak out to the authorities. But the other side could also be observed during the interviews and discussions with the group members when they do purdah/ghoonghat in front of the outsiders. The need for immediate loan is crucial and priority of its utilization depends upon the
time, place and conditions/ situations and other constraints within which a person works. SHGs are able to cater a variety of credit needs of the poor. The study finds that with the introduction of McFinancier, a diligent step in monitoring the work and side-by-side, reduces the workload overall. Even if the users take time to get an insight into the software, but once they are through, it helps them cut down their hectic task. It is the case with the cashbooks and meetings registers also. Once the accountants learn to make correct entries, it will be easy to match and make transparency in the accounts. The study also argues there is a need to make an important distinction between real, felt and perceived needs.

Keshav Kumar (2003) had made a study on, “Rural Marketing Challenges in the New Millennium”. The study had carried on that India is a country where 70 percent people reside in the rural area. Thus lots of marketers are trying to enter this market. But marketers trying to venture into the rural markets must understand the rural culture and treat it on priority if they want to tap the potential in this upcoming market of India. The study had found that (i) Is the rural customer different from the urban customer? (ii) What are the factors that determine the buying decision making of the rural customers? (iii) Who makes the buying decisions? This study is confined to the two villages in Jammu district of J&K state. The respondents believed in joint buying decision making in consultation with the elders and the ladies of the house. Views of the females in the family were being given due respect and consideration. Fifty five percent respondents in the age group of above 35 years made buying decisions keeping in with the religious beliefs, especially for the consumer durable items. The advice of the village pandit was being sought in the matter. No purchase of consumer durables was being made during parsons i.e. the inauspicious month according to the Hindu mythology. For the daily use items like Ghee and Oil etc., these were not being bought on Tuesdays. As a matter of belief, haircuts were avoided on Tuesdays and Thursdays. The respondents agreed on the participation of the women in the buying decision-making. In the age group, 15 to 35 years,
the respondents remarked that for the female items, the females made their own independent decisions. About ninety percent of the respondents in the different age groups remarked that they were not interested in advertisements on the television. All the respondents felt strongly about their customs and traditions. Among the younger lot though all had the same feeling, about eight percent were against any blind faith. They found it unnecessary to stick to some old beliefs, which had no base. The respondents were aware of the availability of the products. They preferred quality to price. They believed it customary to visit the city for making purchases for marriages and social functions.

M.S. Sriram and Radha Kumar (2005), “Conditions in Which Micro finance has Emerged in Certain Regions and Consequent Policy Implications”. The study looks at some macro data on the availability of infrastructure, economic growth, density of population and the availability of formal financial services to examine if any of these factors explain the growth of micro finance in certain regions, while the other regions lag behind. The study examines the data from the four southern states and three states from the western part of the country. It finds that most of the indicators are not significant enough to explain the regional disparity in the growth of micro finance. However, anecdotal evidence and a perusal of the state policy pronouncements explain that the role of the state could be significant in promoting some of these initiatives. However, there could be a possibility of growth in states like Rajasthan where most of the Parameters seem to exist to foster micro finance with policy intervention in the routing of developmental projects. The study indicates that there are no macroeconomic or demographic reasons as to why micro finance emerges in certain places. The study argues that if it is assumed that micro finance naturally emerges in places with slow economic growth, low connectivity, high incidence of poverty, high population density and a failure of formal financial institutions, then Rajasthan is the ideal state where micro finance should have emerged naturally. Kerala and Tamil Nadu should follow it. It is
also pointed out that if it is considered the singular factor of failure of formal sector outlets, then the results seem to fall in place in case of Andhra Pradesh and Karnataka. But this does not explain the growth in Tamil Nadu and also why Rajasthan is an outlier.

Kumar, y, & Madhvani (2006) conducted a study on ‘Rural Marketing for FMCG’s’. In this study they try to indentify the most preferred brands in toothpaste, shampoo and shop categories in rural areas in India. They also interpret the output on the basis of the gender. With the help of this study they come to know that quality is the most influencing factor to the consumers at rural areas of India. The other factors are price, colour, packaging and taste.

In the case of toothpaste, majority of the female respondent prefer the Colgate as compare to pepsodent. While majority of male respondent prefer pepsodent. In the case of shampoo no such difference is found, while in soap majority use the Hamam as their toilet soap brand.

Nagrajan G. (2006) “Uniliver in real India”. In this case study he found that approximately 70% of the population are lives in rural areas in India at present. He classifies the total population in to three parts in one pyramid and rural consumers are the bottom part of that pyramid. This bottom part generate a great opportunities for not only domestic players but also for foreign players. He explains the scenario with one example of Nirma and HLL. When the nirma introduce its detergent powder product with creative in product formulation, pricing and good distribution network at rural areas of India. Which generate the great setback for HLL? Getting the experience from it HLL also come with various new initiatives to reach to the rural consumers. HLL force to change its product formulation, distribution channel and promotional mix.

11. Kumar. y,& Madhvani (2006), conducted a study on: ‘Rural Marketing for FMCG’s’ Rural Retailing in India,
HLL also start project Shakti in rural areas of India. This example shows the importance of rural consumers at present in India.

Pradeep Kashyap and Siddhartha Raut (2006) had made a study on, “The Rural Marketing”. The study had carried on their work mentioned that many companies would consider any town as ‘Rural’ with a population below fifty thousand. The poor must become active, informed, and involved consumers. Poverty reduction can result from co-creating a market around the forgoing review of the various literatures offers an insight into the subject of study and the different aspects of consumer behavior as a discipline.

Rajarshi Rakshit, M.L.Narasimham, Ashish Gudhe, Kartik Vaddadi (2006) had made a study on, “Strategies for Rural Marketing by an Organization”. The study had carried on ITC e-Choupal, an innovative strategy which is elaborative and extensive in rural markets so far.

Critical factors in the apparent success of the venture are ITCs extensive knowledge of agriculture, the effort ITC has made to retain many aspects of the existing production system, including retaining the integral importance of local partners, the company’s commitment to transparency, and the respect and fairness with which both farmers and local partners are treated.

A survey by the National Council for Applied Economic Research (NCAER), India’s premier economic research entity, confirmed that rise in rural incomes is keeping pace with urban incomes. From 55 to 58 per cent of the average urban income in 1994-95, the average rural income has gone up to 63 to 64 per cent by 2001-02 and touched almost 66 per cent in 2004-05. The rural middle class is growing at 12 per cent against the 13 per cent growth of its urban counterpart. It is no wonder that even MNCs have cottoned on to the idea of a resurgent rural India waiting to happen. The company imported a state-of-the art tomato processing plant from Italy to Punjab. There are currently over 15,000 Shakti entrepreneurs, most of them women, in 61,400 villages across 12 states.

Dr. N. Rajendra, S. Saiganesh and P. Usha (2007) had made a study on, “Rural Marketing - A Critical Review”. The study had found that Prime Minister Manmohan Singh talked about his vision for rural India: "My vision of rural India is of a modern agrarian, industrial and services economy co-existing side by side, where people can live in well-equipped villages and commute easily to work, be it on the farm or in the non-farm economy. There is much that modern science and technology can do to realize this vision. Rural incomes infrastructure has to be improved. Rural health and education needs have to be met. Employment opportunities have to be created in rural areas." Many brands, which should have been successful, have failed miserably. More often than not, people attribute rural Market success to luck. Therefore, marketers need to understand the social dynamics and attitude variations within each village though nationally it follows a consistent pattern looking at the challenges and the opportunities which rural markets offer to the marketers it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. Rural markets face the critical issues of Distribution, Understanding the rural consumer, Communication and Poor infrastructure. The marketer has to strengthen the distribution and pricing strategies. The rural consumer expects value for money and owing to has unsteady and meager status of weekly income; increasing the household
income and improving distribution are the viable strategies that have to be adapted to tap the immense potential of the market. Reducing the product features in order to lower prices is a dangerous game to play.

Dr. Pankaj Arora (2008) had made a study on, “India: Innovation in rural marketing”. A great number of studies have shown that yet today approximately 70% of Indian Population lives in rural Areas. Today, Improvement in living condition and enlargement of rural area is essential for the development of the Indian Economy. Many projects were undertaken in rural area and other’s which are in pipeline; are likely to be introduced with in short span of time. Rural Literacy is ranked at the main concern. Trends shows that rural markets are coming up in big way and growing multiple fold time as faster as urban markets. According to a study by NCAER (National Council for Applied Economic Research), the number of middle and high-income households in rural India is expected to grow from

From 130 Million to 172 Million by the end of year 2012 as compared to Urban India that is nearby 71 Million. The increase in the services provided to the rural people (in terms of various services offered) will result in the overall betterment of the society on one side by enriching the people with updated market information and providing latest technological developmental news and organizations on other side by creating more market opportunities for them and adjustment of the market prices. It can facilitate rapid, transparent, responsible, efficient and effective interaction between the stakeholders. This not only promotes better administration and better business environment, but also saves time and money in transactions costs of government operations (IICD 2001). The study had found that given these points are to be considered very importantly:

1. Invention and innovation: connection, discovery, invention, application
2. Opportunity Recognition: idea + customer need = Business Concept
4. Product Development: Prototyping technology feasibility alpha testing
5. Business Development:
6. Developing the Business: Business Plan
7. Launching the business

Rural consumers, for example, tend to lead a more relaxed lifestyle compared to the urban counterparts and exhibit little urgency. Consumers in rural markets tend to have greater trust in products and services endorsed by
the government and its agencies. In rural areas, the consumption is driven to a large degree by the occupation and income of the consumers. Low income levels and inadequacy of credit facilities also affect the consumption patterns. Another important factor that affects demand patterns in rural areas is the instability of the income of the farmers, which is linked to the seasonality of agricultural production as well as to the unpredictability of the harvest. As compared to the urban counterparts, the rural consumers have different interpretations of colors, symbols, and social activities. The cultural values and norms have a strong influence in determining buying and consumption behavior in the rural areas. There are restrictions on the type of food and the type of intoxicants that can be consumed in the villages. Women occupy a more traditional place in rural areas and therefore western apparel may not be accepted in the rural markets. However, the rural youth are open to any new ideas, and influenced by the urban consumption patterns.

Garga, Ghuman, and Dogra (2009) done the one study among the 300 rural consumers in 3 districts of Punjab found that, rural consumers prefer to buy the goods in small packets at lower price. They want the more product at reasonable price in other words value for money. He also explains the importance of promotional tools in rural areas. He suggested that FMCG companies must enter and tap the rural market in phase manner.

A. Sarangpani (2009) had made a study on, “Rural consumer Behavior in India-A study of FMCG’s”. The study had analyzed that the opinions of rural markets there is a wind of change blowing. In the recent past appreciably from three angles- (i) changing rural scenario towards development in different spheres, (ii) changes in market conditions brought out by transformation of ‘sellers market’ into ‘buyers market’ which was resulted on account of increased production, increased competition and stagnated urban market, and (iii) liberal economic policies of the government.

Thanks to green and white revolution, spread of education and mass communication, transportation and other infrastructure facilities on one hand and the increased purchasing power of rural consumers. It is being transformed into a modern and forward-looking economy. In terms of population Indian rural market is almost twice as the entire market of the U.S.S.R. there has been significant growth in the size of rural demand for consumer goods. The size of rural demand for these goods rose from rs. 23,500 crores in 1989-90 to rs. 36,000 crores in 1997-98 by recording an annual growth rate of 2.5%. Certain consumer durable items like radios, tape recorders and televisions, motor bicycles, cell phones which are considered as prestige symbols by a few rich farmers in rural areas, a decade back, are now found in a majority rural of houses. Rural masses that were using earthen pots and vessels have shifted to aluminum, brass and stainless steel utensils. Bicycles are found almost in every house. In clothing there is a remarkable change, among rural consumers.

Deepti Shrivastava (2010) had made a study on, “Marketing to Rural India: A Changing Paradigm”. The study had shown that Rural Marketing in India Economy has always played an influential role in the lives of people. In India, leaving out a few metropolitan cities, all the districts and industrial townships are connected with rural markets. The study had found that India has a population that is large, heterogeneous, largely English speaking and a cultural heritage that runs back to thousands of years. The common binding factor being the historical background, over two hundred years of subjugation and the democratic republic it has developed into. Yet the most common factor is the lives of more than 70% of its population that lives in the rural areas and has similar economic and social circumstances. The major segmentation of mass population is located in rural area. The market potential is huge in rural areas. Rural markets are rapidly growing in India but have often been ignored by marketers. The following statistics is enough to throw light on the relevance of rural markets: 46% of soft drinks are sold in rural markets, 49% of motorcycles and 59% of cigarettes are also consumed by rural and small town consumers. Apart from this 53% of Fast Moving Consumer Goods and 59% of consumer durables have market in the rural belts. There are nearly 42,000 rural haats (markets) in India. LIC sells more than 50 % of its policies in rural India. Of the 20 millions who have signed up for Rediff mail, 60 % are from small towns The 30 million Kisan
Credit Cards (KCC) issued so far exceed the 25 million credit-plus-debit cards issued in urban. These statistics clearly show a trend where the rural consumers are not only buying to fulfill their bare necessities but are also taking care of higher needs of comfort and socialization. Moreover they have turned highly technology savvy as demonstrated through the success of ITCs e-chaupals and Rediff’s rural success. A new rural marketing mix is suggested with special emphasis on the marketing communication mix. This can also be viewed as part of an organizations corporate social responsibility for providing better life and welfare to the rural people. The rural markets offer a great scope for a concentrated marketing effort because of the recent increase in the rural incomes and the likelihood that such incomes will

Will increase faster because of better production and higher prices for agricultural commodities.

According to Dr. Kartik Dave and Dr. Karunesh Saxena (2010) had made a study on, “Problems and Prospects for Marketing of Rural Products: An Empirical Study of Tribal Region of Rajasthan (India)”. The study had analyzed that Rajasthan is the largest state in India in terms of geographic area. Inclusive Marketing is an approach that looks at the poor not only as consumers but also as producers/suppliers. At present these rural producers/suppliers are struggling to market their products and services due to various reasons such as Low Capital Labor ratio, preponderance of small land holdings, and excessive dependence on monsoons; massive unemployment and illiteracy. Apart from these, rural producers in both farm and nonfarm product categories are facing serious problems about technical and marketing knowledge. They are also ignorant about modern marketing issues like quality, delivery schedule, packaging, after-sales-service, etc. The pricing concepts are not aligned with consumer want and goods are produced without a proper market survey or ascertaining beforehand whether there is a demand for a particular product. The study had found that there is a huge scope of market traditional rural products and services. Out of lots, “ethnic origin” and indigenous design and appearance” are two traits
of rural products, attracting a premium in the market. Handicrafts, toys, apparels and food products, home furnishing are few such categories which can rewrites the success stories for its producers provided with effective market access. It is clear from the foregoing discussion, that rural marketing is an essential ingredient for the overall rural development. This describes the importance of flow of goods and services from rural areas both rural as well as urban areas for sustainable rural growth. The above study also elaborates problems and prospects of marketing of rural products with specific reference to tribal region of south Rajasthan, India.

Bhawani Prasad, Sunitha Chakravarthy (2011) had made a study on,“The Impact of Opinion Leaders on Consumer Decision Making process”. The study had found that to purchase, use and to evaluate before they buy or dispose of products and services in which they expect will satisfy their wants and needs. There are two different types of consumers, the ones that buy for themselves, for gifts or for their house. Next, they purchase for their organizational needs including businesses for profit or non-profit, schools, hospitals, etc. At First, others can have an Influence on the consumer’s decision-making process such as friends, relatives and there are occurrences that influence the consumers’ acceptance. Next is word-of-mouth by the opinion Leader, who is considered to be the first person who influences the second person by giving their opinion on a product. The opinion leaders can give both advice and proper information when they tell the adult decision-maker; they can purchase a product that has higher quality. The present study focuses on how marketers can use relationship marketing through opinion leaders in their marketing techniques in order to reach consumers in a short amount of time to build customer relationship and retain customer loyalty. Opinion leaders play a very important role in consumer decision making process by encouraging communication among consumers in the consumption process, where the choice to purchase something is the input and establishing consumption set, and then the style of consuming based on
the consumer’s perspective and experiences which depends on their moods, emotions, etc. To this end it is very important that marketers learn to use relationship marketing through opinion leaders in their marketing techniques in order to reach consumers in a short amount of time to build customer relationship and retain customer loyalty.

Research Gap

The purpose of study attempts to achieve many objectives like: To explore the prevalent scenario in the field of rural marketing in India. To seek the opinions of representative of various facilitating agencies such as government organizations, NGOs and educational institutes. There are many major issues and problems which are really burgeoning with time and changing market place. That is Large manufactures have ample budgets for customer need identification, market research, product development and advertising. Thus they can develop and create demand of their products. Crafts persons suffer greatly from lack of accessible credit and loan facilities. This might be due to lack of information on facilities and credit procedures, lack of properties to serve as collateral, necessity of having a “contact man” in the bank etc. various rural development programs have been introduced by Central and state governments which are in turn instrumental for an upsurge of employment opportunities for the rural poor people. Government of India initiatives for proper irrigation, infrastructural developments, prevention of flood, grants for fertilizers, and various schemes to cut down the poverty line like NREGA, Sewa Mandir and for rural infrastructure Lok Jumbish, Astha, Aadiwasi Mahila Jagriti Samiti etc. have improved the condition of the rural masses. In MNREGA scheme the first phase of the audit has revealed irregularities and corruption relating to
the use of sub-standard materials, the use of machinery instead of manual labor and the non-issuance of job cards, needed to ensure that the right people are being paid. Public vigilance can be helpful to minimize corruption in rural employment guarantee scheme in Rajasthan and Haryana. Many researches are reported that the awareness about the programmed like IRDP, JRY, TRYSEM, DWCRA etc. Out of 32 families only three families (10%) worked few years back for school building construction taken up under JRY, but they were ignorant of the programmed under which the construction work was made except for telling that it was a government work executed by the gram panchayat. Even through the employment at the village level is seasonal they migrated during such period. Awareness on DWCRA was poor among agriculture labor families. In the rural market the daily use consumable products affects first with the quality of product and the other factors are price, color, packaging and taste. Mostly rural consumers prefer to buy the goods in small packets at lower price. They want the more product at reasonable price in other words value for money. He also explains the importance of promotional tools in rural areas. He suggested that FMCG companies must enter and tap the rural market in phase manner.