Recommendations, Future Scope and Limitations of the research
CHAPTER 6

6.1 RECOMMENDATIONS

Recommendations of the study basis the findings & analysis of the data collected are as follows:

Rural Marketing

- Marketers should have a separate Marketing strategy for Rural Markets
  - Which should be
    - Robust
    - Efficient
    - Relevant
    - Deliverable and
    - Measurable
  - It should be customer centric
  - Rural Customer has different needs, desires and aspiration;
    - Which needs to be addressed differently.
  - Customer should be able to relate with the communication.

- Rural products
  - Low cost
  - Better Value
  - Which should meet their expectations, desires and aspirations.

- Rural Communication
  - Vernacular
  - Adoption of Effective tools
  - To create awareness about the brand & it’s product attributes
    - The same should be;
      - Measurable and
      - Measured periodically.

- Two way communication
  - Effective research mechanism needs to be developed.

- Rural distribution
- Drive consumption basis rural economy
  - Understand disposable income of rural population.
Telecommunication

- Marketers should have a separate Marketing strategy for Rural Markets.
- Telecommunication companies should use vernacular communication to reach to rural customers, not only in ATL & BTL marketing communication, but also in their respective Short message service and Outbound calling, Inbound calling and Outbound calling used for customer life cycle management communication.

Other Industries

- Rural market is unique and has its unique requirements, therefore all industries, be it, FMCG or FMCD or for that matter, chemical or agricultural equipments, has to treat rural with unique differentiated approach.
- Whether it is communication, tactical offers

6.2 FUTURE SCOPE AND LIMITATIONS OF THE RESEARCH

Future scope:

Brand extension is being used by most of the companies not only in telecom but in almost all the industries, be it, FMCG, Insurance, Consumer Durable etc. This study opens greater scope to research on benefits; an organization can reap when they introduce a brand extension in their respective brand portfolio. There can be many opportunities to work on various aspects of brands & brand extension. However if we select few then we can summarize them as follows:

- Research on consumer preference for brand extension for
  - FMCG (Fast moving consumer goods) products.
    - Especially in Fast Foods and
    - Beverages
  - FMCD (Fast moving consumer durables) products.
  - Digital products
    - Like Amazon
- Products with Rural focus
• Consumer Survey
  • Basis feedback of Consumers
    ▪ Development of Products
  • Pricing basis rural consumer’s
    ▪ Disposal income &
    ▪ Disposal Investment of various commodities
  • Packaging keeping in mind rural consumer’s;
    ▪ Values
    ▪ Tradition
    ▪ Culture
    ▪ Brand association

• Research on Rural Marketing
  • To check the effectiveness of rural marketing of;
    ▪ Telecom,
    ▪ FMCD
    ▪ FMCG
  • Communication for Rural India
    ▪ Vernacular
    ▪ Relevance
    ▪ Association with the local community
    ▪ Reach
    ▪ AIDA
    ▪ Attention
    ▪ Interest
    ▪ Desire
    ▪ Action
  • Research on Effective rural marketing strategy & its implementation
    ▪ To evaluate effective marketing strategy
    ▪ Its efficiency

• From Rural areas of Rajasthan to other states & different rural bifurcations.
The same research can be extended to other states & telecom circles

Rural can be divided in

- Extreme rural
- Rural
- Semi Rural

For future research.

Limitations of the research:

1. Rural areas of Rajasthan.
   - Extreme Rural
2. Rural areas of Jaipur & Bharatpur.
3. Telecom Brands; Airtel Vodafone, Idea & others.
4. Local Dialect
5. Low literacy rate of rural India.