Contents

Preface i
Acknowledgement iv
Contents v
List of Tables x
List of Figures xi
List of Abbreviations/Acronyms xii

Chapter - 1
Introductory Framework, Review of Literature and Methodology

1.1. Introduction 1
1.2. Review of literature. 6
1.3. Research Gap, Need and Importance of the Study 18
1.4. Objectives of the study. 19
1.5. Hypothesis of the study. 20
1.6. Nature and Methodology of the Study 21
  1.6.1. Feature of the Survey 24
  1.6.2. Product Selection 26
  1.6.3. Scope and Sample Determination of the Study 26
1.7. Limitations of the Study 32

Chapter 2
Fast Moving Consumer Goods (FMCG) Sector of India: An Overview

2.1. Concept of FMCGs. 36
2.2. Product Characteristics. 36
2.3. Characteristics of the FMCG Business. 38
  2.3.1. Low Capital Intensity. 38
  2.3.2. High Initial Launch Cost. 39
  2.3.3. Technology. 39
  2.3.4. Market Driven. 39
  2.3.5. Market research. 40
Chapter 3

3.1 The concept of rural market. 77
3.2 Difference between the rural and urban systems. 80
3.3 Rural market environment- An analysis. 82
   3.3.1 Status of rural population and demographic composition. 82
      3.3.1.1 Sex composition 86
      3.3.1.2 Age composition.
   3.3.2. Occupational Pattern of the Rural India. 87
   3.3.3. Literacy status of the Rural Population. 90
   3.3.4. Income generation pattern of the rural India. 93
   3.3.5. Credit availability and saving pattern of rural India. 98
   3.3.6. Expenditure pattern of rural India. 100
3.4. Rural marketing: process and system 102
3.5. Domain of rural market. 103
3.6. Emerging rural market. 106
3.7. Vast rural market potential. 108
3.7.1. Increasing purchasing power. 108
3.7.2. Saturation of urban market. 109
3.7.3. Government focuses on rural development. 110
3.7.4. Penetration level. 112
3.7.5. Size of the market. 113
3.8. Notion of the marketing environment and development of rural marketing system and process. 114
3.9. Market Segmentation. 119
3.10. Multi-Variable segmentation.
   3.10.1. Thompson Rural Market Index. 124
   3.10.2. MICA Rural Market rating and line quest data. 126
3.11. ORG-MARG rural consumer panel and retail store Audits 130
3.12. MART (Marketing and Research Team). 130
3.15. Social and Research Institute (SRI). 132

Chapter 4
Status and Problems of Rural Marketing in India
4.0. Product and price dynamics. 137
4.1. Direct competition with national branded products. 141
4.2. Direct Competition with the local brands. 142
4.3. Indirect Competition to national branded Products. 142
4.4. Competition with fake and Spurious Products. 145
4.4.1 Strategies to Curb down Spurious Products. 147
4.5. Product Positioning Strategies. 148
4.6. Product Development for Rural India. 151
4.7. Product development initiative for Rural Markets by Cavin Kare. 156
4.9. Building Brand Identify in Rural Areas. 160
4.10. Semiotics for rural consumers. 163
4.11. Brand Loyalty. 164
4.12. Packaging Decisions. 166
4.13. Product Support Services. 171
4.15. Promotion. 181
4.16. Conventional Media. 188
4.17. Farm-to-Farm/House-to-House visit. 199
4.18. Opinion leaders. 200
4.20. Rural Entertainment programmes: 203
4.21. Audio Visual Publicity Van (AVP Van): 204
4.22. Promotion initiatives taken by major FMCG firms in India 209
4.23. Guidelines for Effective Media Buying for Rural Areas: 216
4.25 Selection of Agency: 218
4.25. Changing Role of Rural Communication Agencies: 219
4.26. Distribution initiative taken by major FMCG firms in India. 227
4.27. Organized rural retailing 230
4.28. Characteristics of Rural Retailers 239
4.29. Development of Retailers in Rural Market 241

Chapter 5
Summary and Conclusion 253

Bibliography 277

Appendix