CHAPTER-3

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A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic.

Generally, a researcher conducts and surveys the related literature in order to review the present status of a particular research topic. From the survey of literature, a researcher is able to know the quantum of work already done on his research topic so far and also helps to know the areas which are not touched, or yet to be undertaken. The overview of literature at the national or an international level is to be researched with the help of research reports, articles, books and other materials. The major benefits of literature reviews are: firstly, helps the researcher in avoiding duplication of efforts on the same research topic. Secondly, helps the researcher in adopting methodologies used successfully by other researchers, writers and policy makers. Thirdly, suggests new approaches in planning, organizing the investigation of research topic. Fourthly, helps to narrow down the research problem more clearly and lastly, assists investigators to develop firm understandings of theoretical implications of proposed inquiries.

This study contributes to literature by focusing on the Rural Marketing Strategies implemented by different companies or brands to capture the untapped potential market of India, which is full of opportunities. The aim of literature reviews is to justify, rationale of an ensuring research study, provides an overview of historical perspectives and to bring to the light the research trends and problems.

Rana J. (2012)"1 studied that, the Indian market is quite attractive and challenging. Although the marketers are taking effective steps to capture this market. Still there is a large scope. It has tremendous opportunities. As far as premium F.M.C.G. brands are concerned, only a few consumers are here form this market. The companies should decide their target market for premium brands and approach them. Youth can be a great
help in this direction. The marketers have to come up with innovative proposals through which the target market (for premium brands) should be convinced.

Venukumar G., (2012)² in his study conclude that, it is certain that F.M.C.G. companies will have to really gain inroads in the rural markets in order to achieve double digit growth targets in future. There is huge potential and definitely there is lot of money in rural India. The companies entering rural market must do so, for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market. Ultimately the winner would be the one with the required resources like time and money and also with the much needed innovative ideas to tap the rural market.

Jain. A. (2012)³ studied that, the brand awareness in rural areas particularly in respect of beauty care and health care products is showing an increasing tendency. Most of the people both from illiterate & literate groups prefer branded products with the belief that quality is assured as the manufacturers are reputed companies. For Ex: Colgate Tooth Paste, Head & Shoulder shampoo. People are not worried about the price of the product. They are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded products of reputed companies will elevate their status as well as importance in that village. This change in the attitude to spend more on the highly priced branded products (Example: Dove Soap, Gorniour Hair Oil) among high income groups in rural areas clearly suggests that there is an ample scope for such products to capture the markets in this areas by increasing the supply of these products.

Siras M. (2012)⁴ found that in his study that, rural marketing should not give the impression that rural markets have no been exploited at all. Its purpose is only to highlight the growing importance of rural markets in the fast changing economic situation. Already, substantial penetration has been made by the producers of most consumer goods. Though the cost of distribution and promotion is bound to be high and producers even may sustain losses in the initial stages, this should not discourage them from entering the market the potentialities of the rural market are great definitely. With the changing economic conditions in the country, and with better purchasing power,
among the rural population, the newly emerging rural markets are bound to yield rich dividends.

Sabura F. M., et al (2012)\(^5\) has drawn conclusion from the retailer’s point of view is that, the distribution system of Britannia is not effective in Soundara pandiyapuram & Solaseri. They get the product from wholesale agencies. Britannia can do their best to the retailers, if they adopt direct distributions. Thus Britannia can increase their market share through sales promotion activities, intensive distribution and attractive schemes to retailers. More concentration should be given to the supply chain of the bakery, pan shop and medical shop and marketing mix of the grocery shops, as the retailers felt less satisfied with the above area. It is evident that most of the retailer’s attitude is committed toward Britannia than Sun Feast in the study area. In order to increase the market share, company should put forward certain measures in the initial stage to retain and develop the market share. As per Indian researchers view, the attitude of consumers is “ready to bare high speed capital and never have the attitude of spending high working capital”.

Dr. Singh J., and Saikh (2012)\(^6\) has studied that, the marketers must understand the role of family in influencing the buying of consumer durables more particularly in the rural areas. The marketers must design their advertising messages as well as visuals in such a way that these penetrate well into the minds of the family members. Only then they can have positive endorsements of their products in a highly competitive environment. Marketers must take significant steps in crafting and presenting credible and persuasive advertisements. It seems that people are consistently losing faith and confidence in the mass media advertising of consumer durables. It would be more appropriate if marketers make best use of social media that can be used as an interactive advertising through authentic story-telling.

Rahman M., et al (2012)\(^7\) found in his study that in India the market share of hair care segment contributes a considerable amount i.e. 9% of F.M.C.G. sector which is continuously increasing from 6230.8 crores of rupees to 8417.79 crores of rupees in the commercial years of 2008-09 to 2010-11. The shampoo market is dominated by Hindustan Unilever Ltd. with a market share of 46% followed by Procter and Gamble with 24%. The top shampoo brands Sunsilk, Clinic Plus, Pantene and Head & Shoulders which are placed in the ‘Stars’ cell of BCG matrix of shampoo brands of India.
Dey. S., et al (2012)* study that, some of the retailers tried to understand and fulfil the requirement of the rural customers but as such no model is fool proof and hence not living up to the expectations of the customers. This study is an attempt to understand the needs of the rural India and available options to fulfil the needs. This has been observed that respondents are widely dispersed on the basis of product categories and the available retail market options. Most of them are buying personal care, fruits and grocery item from village and weekly haats. However, products like are clothing, footwear and durables are mostly purchased from tehsil and district centres. On further exploration, this has been found that most of the respondents agreed that the products of their choice are not available in the existing retail options. Alternatively they have to go for available substitutes. This has been observed that factors affecting customers purchase decision varies with demographic factors. Customers are satisfied with prices and accessibility of the market. But, comparatively they are not satisfied with Quality and Variety of brands.

Gupta S.L., et al,⁹ in his study he found that, the responses of customers are quite mixed in the rural India. Customers prefer some of the popular brands but they also prefer to use local brands. The loyalty status for brands is also moderate in the rural markets. It seems that customers do not bother more about the purchase decision of F.M.C.G. product. The house makers and other members of the family influence the purchase decision. Rural area people have enough time to talk with their friends and social groups so their decisions are also influenced the reference groups. In brief we can say that the consumer in rural markets is not so sophisticated and not conscious about the brands and purchase decision. This shows an opportunity for the marketers to promote their products by the promotional strategies, which can make a place in the heart of the customers. Some of the companies with local brands win the battle by convincing the retailers about the product. Retailers sometimes work like a salesperson for that company and recommend the product to the customer because they get a smart margin for this. Further the local companies also give discount for space in the shelf of shopkeeper.

Dr. Singh. P., et al (2012)*¹⁰ found that, the issue of rural product generation through industrialization, therefore, needs to be viewed from a new angle and on far more scientific lines. The core of a scientific approach is to understand the market opportunities for rural products along with the country's development priorities and to chalk out a strategy where rural industries have an important role to play. While rural
products are forced to increasingly become part of global supply chains, these products need to adapt themselves, not only according to the changing tastes of the national market, but also according to changes in tastes in the international market. Therefore, a process is essential to explore the market linkages and capacity building for SHGs through a bottom up approach and continuous dialogue with stakeholders of rural enterprise. This process should ensure the participation of rural people as consumers and producers in the globalization mechanism, with better livelihoods and global access to markets. The real challenge of building a sustainable market linkage starts here.

Priyadarshini J., (2012) has concluded in research paper, As Dilip Sehgal, ED, New Ventures & Marketing Services, H.U.L., says women in the rural areas are “The catalyst of change and that is why its whole program keeps women in focus. It's like popcorn in a machine: one burst at first and then everything begins popping; here too, one woman as an agent of change bursts into a movement. Clearly, it’s the rural women who give Shakti its strength.” Beyond the business goals (intensifying rural distribution channels and penetrating into rural hinterland) the company is patting at the BoP women to bring change in their life. This is a novel initiative which was proven to be a great success in East Godavari Dt, India.

Saradamma C., et al (2012). found that in their study that to move rural buyers from trial to preference, brands need to deliver on their value proposition, as well as to dislodge someone else from the consumer’s existing preference bath soap. Brand loyalty is a scale, and brands move up, down and even off that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability, all have tremendous impact on the position of the brand in the buyer’s preference bath soap. The brands’ potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevance to the buyer.

Khatsuriya. K., (2012) concluded that, as existing markets reach saturation levels, marketers start moving into the interiors and find that there is a vast untapped customer base out there. As urban India grows, it needs more help from rural areas. When the new immigrants travel back home, they carry with them stories of urban lifestyles. Awareness is thus created in the potential markets. There are vast opportunities for the companies in sector to grow. If government helps in developing the infrastructure then India has a real
chance of going towards supremacy in the world through its rural segment. The increased level of income and change in lifestyle has led many companies to launch the product which will suit specially to the rural market. Media and technology is being used by these companies heavily and actually they are creating the market for their rural product.

Arora J., (2012) studied that, there are few of the ways in which the marketing strategy needs to be developed so as to improve the success rate of being successful in Indian rural market. Companies need to re-focus their marketing strategies and start considering the importance of rural market and try to change as per the demand of the rural market. Following are few of the important strategies that can prove to be very useful, by communicating and changing quality perception, by proper communication in Indian language, by target changing perception, by understanding cultural and social values, by providing what customer want, by promoting products with Indian models and actor, by associating themselves with India, by promoting Indian sports team, by talking about a normal Indian, by developing rural-specific products, by giving Indian words for brands, by effective media communication, by adopting localized way of distributing, by associating themselves with Indian celebrities, melas, paintings etc.

Dr. Mehta M., (2012) found out in their study that, an income dispersal projection by NCAER based on a 7 percent GDP growth (assumption) shows that the number of poor households will shrink by half to 28 million from 61 million, where as the middle income households will double and rich households will treble over the decade in rural India. This upward push, taking rural people from poverty to prosperity, will lead to increasing purchasing power. The next big marketing revolution in the world is going to happen in the rural India and corporate are getting ready for it.

Dr. Dixit. K., (2012) concluded that, the fact remains that the rural market in India has great potential, which is just waiting to be tapped. Progress has been made in this area by some, but there seems to be a long way for MNC marketers to go in order to derive and reap maximum benefits. Moreover, India is expected to emerge as the fifth largest consumer economy of the world by 2020. Things are sure changing for the better.
Dr. Singh S., (2012) concluded in his study that, H.U.L. has shown the way to other companies producing fast moving consumer goods (F.M.C.G.) on how to penetrate the rural market. Intensifying its reach in the rural markets, H.U.L. has decided to make its brands more ‘experiential’ in nature instead of merely making them available in these media dark markets. They have carried out one of the largest sampling exercises for this purpose to overcome barriers like lack of brand awareness, ignorance of product benefits and complete absence of any firsthand experience of usage.

Kavitha T., (2012) studied that, the new phase of rural consumption appears to provide a great opportunity for the F.M.C.G. sectors. Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found. With this, product and brand development cycles will need to undergo a dramatic change. Today’s rural consumer is not just indulgent, but ‘smart’ too: she wants products that carry the best of traditional wisdom and modern science, providing her convenience and individualism in one go. This means product and brand strategies that respond to these demands are more likely to succeed.

Kotni V., (2012) found that, there were almost twice as many "lower income households" in rural areas as in urban areas. There were 2.3 million "highest income" households in urban areas as against .6 million in rural areas. NCAER projections indicated that the number of "middle income and above" households was expected to grow to 111 million in rural India by 2007, compared to 59 million in urban India. Gone were the days when a rural consumer had to go to a nearby town or city to buy a branded product. The growing power of the rural consumer was forcing big companies to flock to rural markets.

Singh V. and Bajaj A. (2012) studied that, haats have gained a lot of importance in the rural market of India, this is a innovative marketing strategy that has helped in the development of the rural India. Each stall in the Haats creates a brand image and awareness among the villagers, due to which they purchase the products from Haats and many of the villagers sell their produced items. People who come to purchase items are able to have touch and feel experience of the products. From the above data it is clear that the rural people are inclined towards Haats, as they can purchase all the day to day items from haats and at a very reasonable price.
Waheed K.A., et al (2012)\textsuperscript{21} this study conceptualised customer trust for traders in rural India by reviewing the trust theories from economic sociology and social psychology literature in developing countries and adapting the established marketing concepts from the Western countries. The results from this study provide several unique vistas to the existing trust theories in marketing which confirm, extend and challenge the studies conducted in the developed countries. In rural markets of developing countries, interpersonal relationships are strong, very frequent and socially significant. Rural people’s purchase decisions are markedly influenced by a web of family members and relatives, neighbours, caste members, political affiliations and friends. This phenomenon is captured in this research through significant generalised trust sources such as normative influence and informational influence. The customers evaluate the quality of each purchase based on their experience with the total offer. As such, offer quality was found to be the strongest driver of customer trust for traders. The customers’ mental association of the quality of the product with the traders’ offer implies that the traders have to be careful in providing good quality products and to create trust in the customers. Also, customers may not particularly blame the manufacturers for a bad quality product, but a bad quality product could reduce customer trust for traders.

Gupta T., (2012)\textsuperscript{22} concluded in his study, Rural markets, as part of any economy, have untapped potential. There are several difficulties confronting the efforts to fully explore rural markets. The concept of rural markets in India, as also in several other countries, like China, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumers. Rural market is where the markets of the future are likely to be as because rural markets are showing immense growth opportunities. The companies entering in rural market must do so for strategic reasons and not for tactical gains as rural customer is still a closed book and it is only through unwavering commitment that companies can make a dent in the market. Ultimately the winner will be the one with the required resources like time and money and also with much needed innovative ideas to tap the wide and diverse rural market.

Dr. Bissa G. and Dr. Sharma A. (2012)\textsuperscript{23} the following conclusions could be drawn:
1. The Language and content must be according to the suitability of rural environment. 2. Background figures are also a deterministic factor. 3. Admissibility of brand
ambassadors plays an important role in this regard. 4. Special promotion measures are the strong applicable factors in this regard. (Srivastava, 2010) The following statistics is enough to throw light on the relevance of rural markets: forty six percent of soft drinks are sold in rural markets, forty nine percent of motorcycles and fifty nine percent of cigarettes are also consumed by rural and small town consumers. Apart from this fifty three percent of Fast Moving Consumer Goods and fifty nine percent of consumer durables have market in the rural belts. There are nearly 42,000 rural haats (markets) in India. LIC sells more than 50 percent of its policies in rural India. Of the 20 millions who have signed up for rediff mail, 60 percent are from small towns.

Dixit D., (2011) 24 found in his study that, topline or bottom line, growths should not be the objective of getting into rural markets. For as of now, all these markets offer is a future opportunity. One can’t really make fortunes out of these markets as yet. It is an investment being made, both in terms of efforts and capital, which will take some time before it shows results. Rural marketing, as of now, is all about seeding the markets, creating awareness about brands and promoting a culture for consumption.

Badugu D. and Chauhan S. (2011) 25 concluded in his study that, 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. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India.

Ahmed M., (2011) 26 studied that, it is clearly evident that, rural market is very important commercially to the corporate world. With the contribution of major share in earnings and expenditure of Indian rupee, hinterland is playing crucial role in development of the country. For many years rural consumer was neglected segment by major companies to sell the product and concentrate the business, with many drastic changes in culture, behaviour of the rural consumers, raising in incomes due to the support of governmental schemes, awareness that has come by the media and floating population from rural to urban areas. Needs and wants, thinking of rural consumers has changed which attracted the attention of the company to rural areas. Another major reason for companies coming
to rural areas is saturation of urban market, stiff competition and market crowded with products.

Sisodia R., (2011)^27 concluded that, it is certain that F.M.C.G. companies will have to really gain inroads in the rural markets in order to achieve double digit growth targets in future. There is huge potential and definitely there is lot of money in rural India but the smart thing would be to weigh in the roadblocks as carefully as possible. The companies entering rural market must do so for strategic reasons and not for tactical gains as rural consumer is still a closed book and it is only through unwavering commitment that the companies can make a dent in the market.

Talwar. P., et al (2011)^28 come to the conclusion that, it has found that F.M.C.G. companies mainly focus on specific customized promotional strategies which include using local language and talent for a particular place. Various F.M.C.G. players provide different training programs in order to expand rural penetration.

Sharma P., (2011)^29 concluded that, rural markets, as part of any economy, have untapped potential. There are several difficulties confronting the effort to fully explore rural markets. The concept of rural markets in India, as also in several other countries, like China, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumer.

Pirakatheeewari P.(2011)^30, studied that rural marketing is an evolving 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 for those intending to go rural. Rural consumers are keen on branded goods nowadays, so the market size for products and services seems to have burgeoned. The rural population has shown a trend of wanting to move into a state of gradual urbanization in terms of exposure, habits, lifestyles and lastly, consumption patterns of goods and services. There are dangers on concentrating more on the rural customers. Reducing the product features in order to lower prices is a dangerous game to play.
Dr. Srivastava S., et al. (2011) studied that, much of the discussion in the article had noted the possibilities of establishing the footholds in rural market. First, these kinds of markets are heterogeneous; hence the marketer should frame different strategies to sell their products. However, it must be noted that it is possible to capitalize on the similarities among the rural markets. The most important difference between rural and urban is in the degree of sophistication of the consumers. Urban consumers are generally familiar with such products, their attitude and value related to purchase and consumption will be different. Here, the marketer may have to work harder to sell their goods in rural area because of diversity of values and attitudes present in these regions.

Wath M. and Agarwal P. (2011) found during study that, the rural market is where the markets of the future are likely to be. Urban markets are becoming increasingly competitive for many products. In some cases they are even saturated. On the other hand, rural markets offer growth opportunities. Rural market is the market of the new millennium. Marketers will have to understand the rural customers before they can make inroads into the rural markets. The size of the rural market is fast expanding. The rural market is fascinating and challenging at the same time. It offers large scope on account of its sheer size. It is often said that markets are made, not found, this is especially true of the rural market of India. It is a market for the truly creative markets.

Prialatha P., (2011), concluded in her study that, the factors included were related to the personal care brands and rural consumers. The study did not take into consideration about the influence of advertising and other promotional factors. From the study it is evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns/city to purchase good quality brands of Personal care products.

Dr. Sukhmani D., (2011) concluded in their study that, changes in lifestyle, rising incomes and a focus on value, are pushing up growth for different product categories in
the rural areas. Indications of larger disposable income and a perceptible shift in consumption priority in the rural sector also appear to be favouring the F.M.C.G. organizations. But, in order to be successful, organizations need to develop business models and marketing mix strategies that are developed in accordance with this changed scenario in the rural markets of India. It is the responsibility of the companies to supply a right product to the right customer at right time at the right place at the right price.

Hagargi A., (2011)\textsuperscript{35} found during their study that, there is no doubt that the rural India offers tremendous opportunity for any company to tap. However, companies face many challenges in tackling the rural markets. Some of the important factors being an understanding of the rural customers' needs, a reliable distribution channel, and an effective marketing communication strategy to put their message.

Kulkarni and Dr. Hundal B.,(2011)\textsuperscript{36} concluded in his study that, the rural market in India is quite fascinating and challenging in spite of all the difficulties existing. The potential is enormous. Even though, these markets have weaknesses, they also have tremendous opportunities which should be availed by the marketers. It is well known that "Markets are created and not born". The market so created should be tapped effectively. The rural consumers are different than the urban one. It is important for the rural marketers to understand the rural markets and consumers to be successful in the rural markets. There are companies like H.U.L., ITC and LG which are successful in the rural markets. The rural tiger is awaking the companies need to work on the controllable factors to face the challenge successfully.

Chattopadhyay S. and Sarkar A. (2011)\textsuperscript{37} found in his study that, the present generation is a witness to the fact that the rural markets are gradually yet steadily evolving and are on their way to become the hotbeds for future marketing activities. Also, a fact established beyond doubt is that these rural markets being different from their urban counterparts on several counts, call for a distinctively different entry mode, operations strategy and marketing strategy for an ensured success in these markets. This naturally presents a wide scope of innovation in processes, delivery and value proposition. The key to success lies in bringing in the required distinctiveness through innovations which are continuous, cost-effective yet efficacious.
Douglas C.S., (2011)\textsuperscript{38} during his study he find out that, marketing can play an important role in fostering economic growth and development process was presciently recognized by Drucker (1958) over 50 years ago. He pointed out that marketing is at the same time the least developed economic activity, but also the one with the greatest multiplier effect on economic development. The mechanism for growth through marketing relates to the mobilization of latent economic energy and fostering the development of entrepreneurs and managers. By empowering rural consumers, marketers establish the foundation necessary for success. In essence, rural consumers in emerging market economies offer tremendous potential, but realizing this requires significant investment, substantial creativity in formulating strategy and overcoming obstacles and above all, patience and adoption of a long-term perspective.

Bardia G., (2010)\textsuperscript{39} suggested that in their study, it can be said that rural marketing is still in its initial stages and the rural population has shown a trend of wanting to move into a state of gradual urbanisation in terms of exposure, habits, lifestyles and consumption patterns of goods and services. The success stories of 502 Pataka Chai, Ghari Detergent and Britannia Tiger biscuits do indicate that realisation of specific needs of rural customers and differentiating their marketing strategies from those of the urban populace can work wonders for any company.

Gupta C., (2010)\textsuperscript{40} concluded in their study that, one can see how the number of Indian companies went abroad during this recessionary phase and acquired sick companies there. Almost all the MNCs and Indian business houses concentrated on rural India and earned profits even in such a depression. This has not only saved them in terms of market and profits but has also created a path for their future expansion once they are out from this recessionary phase which has already started taking place in India as the industrial growth rate is constantly giving an indication that the urban customer is now again out in the market and making purchases as they were doing before the start of recession.

Boscor D. & Baratuku, (2010)\textsuperscript{41} studied that, the BOP markets represent a massive opportunity for high-tech businesses such as financial services, cellular phones and low-end computers, for many emerging technologies proving to be the most attractive early market. Companies should develop a commercial infrastructure involving local
authorities, nongovernmental organizations, local communities, financial institutions and infrastructure builders. Multinational companies will access the local culture and knowledge by forming alliances with local firms and governments. The best strategy for entering BOP markets for MNCs is not the export, but the production of goods in BOP markets, involving local firms, local labour and local governments. The most important advantage for the MNC to be involved in BOP markets is the opportunity to transfer knowledge and innovations from one market to the other.

Iyer V., (2009)\textsuperscript{42} found that, rural markets, as part of any economy, have untapped potential. There are several difficulties confronting the effort to fully explore rural markets. The concept of rural markets in India, as also in several other countries, is still in evolving shape, and the sector poses a variety of challenges, including understanding the dynamics of the rural markets and strategies to supply and satisfy the rural consumers.

Biran A., et al (2009)\textsuperscript{43} concluded in their study that, although the intervention evaluated in this study was suitable for implementation on a large scale, the current content of the intervention was not effective in bringing about changes in domestic hand washing practices at key times in the short term. However, the results provide some evidence suggesting that the intervention increased the use of soap, and do not exclude that changes in knowledge and social norms may have occurred laying the foundations for behaviour change in the longer term.

Ramnathan. V. And Sudhamathi S. (2009)\textsuperscript{44} found in their study that, The recent successes and failures of the corporate world in the rural market have clearly demonstrated that the Indian rural market is a totally different composition in terms of its market structure, consumers’ demographic profile, need expectations and value expectancy from products and services. In whichever way the rural markets are defined, there are only a few national and global level companies in India which understand the rural markets well enough to invest large amounts of money in them, as the rural Indian markets mostly have an unpredictable market structure. Marketers, however, need to be aware of the challenges that lie on the way and should be rightly equipped with strategies and tactics in order to combat them. Financial services, especially like insurance products, are slowly being accepted in the Indian rural markets, as there is a strong
relationship between financial sector development and economic growth. The very nature of economic activities of rural market extending the provision of quality access to financial solutions is vital for the development of people residing in rural areas. Low-income households and micro enterprises can benefit from credit, savings and insurance services. In this situation, in order to exploit the available untapped rural market potential and opportunities, the life insurance companies are in a position to strengthen their brand personification out of augmenting competitions. This paper discusses the opportunities available for life insurance companies in the Indian rural markets and the strategies to be adopted by them for strategic alliances and for building their brand assets.

Prasad B., (2008)⁴⁵ studied in that research paper that, the cola majors, Coke and Pepsi, are trying to penetrate deep into the rural markets with innovative pricing and marketing strategies. Apart from the high-decibel price wars and the usual battle over market shares, cola brands Coca-Cola and Pepsi have been in a quiet behind-the-scenes skirmish to reach the rural masses. After an almost stagnant growth in this segment for the last two years, both Coke and Pepsi have made efforts this year to penetrate deep into the rural markets by substantially increasing their retailer and distribution network and with innovative pricing and marketing strategies.

Sarangapani A. and Mamtha T. (2008)⁴⁶ concluded in their study that, marketing of F.M.C.G.s (Fast Moving Consumer Goods) plays a pivotal role in the growth and development of a country irrespective of the size, population and the concepts which are so interlinked that, in the absence of one, the other virtually cannot survive. It is a fact that the development of F.M.C.G. marketing has always kept pace with the economic growth of the country. Both have experienced evolutionary changes rather than revolutionary changes. The objective of modern marketing is to make profits by delighting the consumers by satisfying their needs and wants. Hence, the marketers of F.M.C.G.s have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business. A number of companies have adopted this business model. It is one of the main driving forces of the 21st century economy. This article highlights the characteristics of rural respondents in terms of demographic, political, economic and
socio-cultural background. Finally, before concluding, it also analyzes the consumption patterns, brand usage and brand shifting of different F.M.C.G.S.

Sarangapani A. and Mamtha T. (2008) found in his study that, rural consumer behaviour is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behaviour is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behaviour is not so erratic or mysterious that it defies explanation. In this paper, an attempt has been made to analyze and highlight the rural consumer post-purchase evaluation, rural consumerism with regard to different Consumer Protection Acts, consumer satisfaction levels with regard to selected F.M.C.G.s and duplicate brands which have penetrated rural India. The paper also provides some useful suggestions to F.M.C.G. marketers for a more effective penetration of the rural markets.

Sindhe R., (2007) concluded that, according to the census of 2001, India’s total population is 102 crore of which 71.89 crore was of rural India, constituting 70% of the total population. In spite of this fact, marketers earlier concentrated on the urban markets and scheduled their strategy accordingly. As the competition increased in urban areas, and taking into account the increasing demand for F.M.C.G.’s in rural areas, the marketers expanded their business in rural areas. Perhaps it has become a policy for their survival. Marketers found different strategies to penetrate in the rural segment.

Dr. Anandan C. et al (2007) concluded that in his study that, India’s rural markets have seen a lot of activity in the last few years. Since penetration levels are pretty high in most categories, future growth can come only from deeper rural penetration. Rural marketing has become the latest marketing mantra of most F.M.C.G. majors. True, rural India is vast with unlimited opportunities, waiting to be tapped by F.M.C.G. majors. To gain advantage of this, the Indian F.M.C.G. sector is busy putting in place a parallel rural marketing strategy. F.M.C.G. majors are aggressively looking at rural India since it accounts for 70% of the total Indian households. Today, India has a diverse range of detergents available off the shelf. The annual consumption of detergents in India ranges to thousands of tones. The formal sector with its increasing ability to influence
consumers via advertisements is expanding its market share aggressively. The detergent market has evolved into a highly competitive one where myriad brands vie with each other to get the customers' attention. Each brand claims to clean whiter, boasting of technologically dubious terms such as fighting granules, power pearls, etc. This study aims at finding the factors influencing the rural customers to prefer a particular brand in detergent soaps. This study concludes with suggesting the strategic framework for Marketers to win over the hearts of the rural customers.

Ramanathan V., (2007)\textsuperscript{50} found in their study that, in the last two decades, the developed and developing nations have seen their economies change from being a manufacturing-led to a service-led, in terms of wealth creation, employment and investment. From the day, when our country opened the doors of our economy to the process of liberalization, privatization, and globalization, the manufacturers as well as the distributors of both domestic and global markets have started to herald their products in our rural destination. The increase in the number of south Indians working in rural environment, the exposure of products through the media, frequent trips abroad made by the rural educated youth, and the level of increasing literacy in south Indian rural public, have all created a brand consciousness among south Indian rural customers. They equate brand with quality, prestige, and status. At present, the penetration of Fast Moving Consumer Goods (F.M.C.G.s) in rural markets has delineated the new marketing strategies to promote their branded items available in all rural outlets. So, they have started to adopt channel enhancement strategies in south Indian rural markets, where availability determines the volumes and market share.

Arunkumar S. and Madhvi C., (2006)\textsuperscript{51} found during his work that, changes from domestic to global, economy is confirmed to two major and far-reaching. Corporate sector has already realized the vast opportunities. Existing in the rural sector and are trying to harness these with their strategies specially aimed at rural markets. Marketing in rural areas needs altogether different strategy as against the marketing in urban area.

Jain A. and Rathod R. (2005)\textsuperscript{52} concluded in their research paper that, the Indian rural market with enormous size and demand base, offers great opportunities to marketers. With nearly three fourth of the country's consumers accounting for one half of the national income, India's rural market is indeed a large one. Talking in numerical terms it
consists of more than 741 million consumers, and more than 12 crore households, forming over 70 % of the total households in the country. As the rural market becomes more attractive competition will intensify and success will depend on reaching a large no of customers in vast geographical area cheaply and profitably.

Fibich G. et al (2005)\textsuperscript{53} concluded that, authors derive an expression for the price elasticity of demand in the presence of reference price effects that includes a component resulting from the presence of gains and losses in consumer evaluations. The effect of reference price is most noticeable immediately after a price change, before consumers have had time to adjust their reference price. As a result, immediate-term price elasticity is higher than long-term elasticity, which describes the response of demand long after a price change, when reference price effects are negligible. Furthermore, because of the differential effect of gains and losses, immediate-term price elasticity for price increases and price decreases is not equal. The authors provide a quantitative definition for the terms immediate term and long term, using the average inter purchase time and the discrete "memory" parameter. Practical consequences of the distinction between immediate- and long-term elasticity for the estimation and use of elasticity values are discussed.

Christian H., et al (2005)\textsuperscript{54} concluded that, this article investigates the effects of price increases at an individual level. The authors argue that customers' reactions to price increases (i.e., re-purchase intentions) are strongly driven by two factors; the magnitude of the price increase and the perceived fairness of the motive for the price increase. In this context, the authors examine the role of customer satisfaction in influencing the impact of these two variables on repurchase intentions after a price increase. Their findings reveal that as satisfaction increases, the negative impact of the magnitude of a price increase is damaged. Furthermore, the results suggest that satisfaction moderates the impact of perceived motive fairness. The authors also find that the level of satisfaction can manipulate the valence of the perceived motives in response to a price increase.

Dr.Srivastava R., (2005)\textsuperscript{55} found in his study that, authors discussed that Procter and Gamble is set to launch its global oral care brand Crest in India soon. While Colgate - the market leader and with a focus on oral care alone - is certainly likely to face threat of
market share erosion by the entry of a new player. Proposed entry of the Giant like P&G has made this segment very volatile and forced the players to evaluate their options once again; Keeping in mind the future Ups and Downs in the Category we have done a analysis to evaluate present Brand equity of the major brands in this Category.

Sakkthivel A. & Dr. Mishra B.(2005) found during study that, many rural youth usually go out of their places for higher education, which proves to be a leverage to face new life styles in semi-urban and metros. Not only F.M.C.G.’s but many consumer durable companies found rural markets very potential and made inroads into this lucrative market. This vividly shows the potential of rural markets that were long neglected which now came into limelight with a force to reckon with. Hence, rural marketing finds a prominent place in every company’s marketing map and everyone wants to have a competitive edge in this arena. This paper was mainly developed on the basis of the primary survey conducted among the rural consumers in certain parts of Karnataka to analyze the role of F.N.C.G. products (in sachets) in boosting rural consumer’s consumption pattern and the modification of their buying behaviour.

Vaswani L. et al (2005) made an attempts to bring to focus the role of rural marketing in bridging the widening difference between rural and urban economies in India. The suggested re conceptualization of rural marketing highlights the need for a dual perspective producers empowerment and strategic marketing and broad basing its domain to cover variety of market relationships which are part of growing rural-urban linkages. This difficult and complex task can be achieved by helping rural producers to effectively compete in the marketplace based on competitive/comparative advantage through consolidation of agriculture and rural enterprises. More specifically, agriculture and rural enterprises need to be linked to rural and/or urban markets through minimizing market resistance to rural products and maximizing market orientation of rural enterprises.

Singh R. & Pavleen K. (2004), concluded that, purchase decision making has researched in a restricted context in India although Indian families are seen to most strongly influence decision patterns and behaviour of buyers (family members). Also, three forth of county’s population recedes in the hinterlands, which are considered to be poles apart from their urban counterpart an account of demographics and
psychographics. Therefore, this paper made an attempt of identifying significant differences exist between the two types of families while deciding to purchase durable.

Nagaraja D., (2004)\(^{59}\) concluded that, in recent days, consumer India is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology/social discourse across the income board, especially in rural India. Hence, the buying behaviour of rural consumers has became a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this "rural predilection" is being considered as one of the significant topics of market analysis.

Lokhande D.M., (2004)\(^{60}\), found in his study that, everyone needs a variety of goods and services from the birth. Marketing is a process through which both the buyer and seller give something (e.g. goods, services, money etc.) to each other for maximum possible satisfaction. Nowadays, Rural Marketing is gaining importance. Author put details the potential of rural markets. Rural consumption share in popular soaps is 48%, tooth pastes 24%, talcum powder-17%, cold medicines-42%, Batteries - 52% etc. The Market for Packaged food items of Rs. 20,000 crores is growing at 2.5% per year. It is interesting to understand the various aspects of the rural markets and consumption patterns.

Naidu D.K., (2004)\(^{61}\) concluded with the extent of awareness in the rural markets of India. Since 1980’s it presents the "Gold' available in this steadily growing market and is now bigger than the urban market for both F.M.C.G.'s and durables. The survey with the help of questionnaire is intended to seek information about the buying experiences of rural consumers. Ten villages from Ranga Reddy Dist. in Andhra Pradesh has been chosen for the study which includes Agriculturists, Businessmen, Professionals, Homemaker’s. Altogether, a sample of 125 consumers has been selected for the study.

Rajendrakumar and Dr. Kaptan S.(2004)\(^{62}\) concluded that, the importance of rural market and opportunities are widely used in this topic. In this article strategies adopted by Onida and HLL for rural marketing are discussed with problems faced in rural marketing. Big companies, which were unwilling to enter the rural markets and
completely ignored this sector a few years ago, have started making a bee line for the villages now, each offering its brands of different consumer products.

Srinvasrao G., (2002)\textsuperscript{63} found in his study that, the Indian Rural Market with its vast size and demand potential offers great opportunities to the marketers. The Rural Market provides vast potential as many new products have already made their entry into the rural consumer basket. Growth of the rural marketing in magnitude for both traditional and modern consumer goods and services. In spite of its large size and high potential, many marketing firms are not able to avail the opportunities in rural market because of problems in selling the goods in rural areas.

Jonathan R., (1998)\textsuperscript{64} found in his study that, rural areas of the developing world are caused by the forces of economic and social changes. Agriculture is being squeezed by non agricultural aspirations, pursuits are increasingly informed by a wish to avoid farming and the household’s being reorganized as the genders and generations contest and renegotiate their individual roles. Households shift between agricultural and industrial pursuits, cross between rural and urban areas are the diversification of the household economy and the interpenetration of rural and urban has created multiple hybrid ties. Farm is in thrall to nonfarm, and industry is often dependent on rural labor. Drawing largely on work from Southeast Asia, the article rural development discussion about impacts on agriculture and reflects on their implications which changes to rural life and livelihood.

Brannon and Anderson L. (1996)\textsuperscript{65}, the study was conducted to discover whether the easiness, accepted and regularity of shopping away from hometown stores had increased concern for the survival of small, independent, locally owned business in rural towns. A study was conducted to determine the relative position of hometown merchants, as compared to other shopping alternatives, in the minds of rural consumers. The survey was mailed to randomly selected residents in the six small Alabama towns selected to represent economic and geographic diversity.

Trijp et al (1996)\textsuperscript{66} found that, the reason behind variety performance is usually found in case of F.M.C.G.s than other consumer goods is that variety seeking performance is
probably to occur than repeat purchasing when smaller differences are apparent among variety alternatives.

Raigopal, (1991)\(^{67}\) concluded that during his study that, in developing countries, rural economy is established through the marketing system prevailing in the region. The efforts of the Government to promote rural economy through income-generating schemes largely depend on the production and marketing efficiency. It is a complex phenomenon. In depth understanding of Rural Marketing for planners and programme implementers, therefore, is a challenging task. This book advocates participatory approach to understanding Rural Marketing. It presents management games in Rural Marketing for understanding trade channels, market infrastructure, institutional linkages, monitoring and evaluation and marketing of village industries products. This is a first attempt of its kind envisaging a new approach to the concept and issues pertaining to the subject.

Bhatta G. and Jaiswal M. (1986)\(^{68}\) study conducted by the Authors to analyze reaction of the consumers towards washing powder advertising and purchase behavior of consumers in Baroda city. In most of the cases the study discovered that females are decisions regarding the purchases of a particular trade name considering some important aspects like good quality, less consumption, advertisement and low cost. Founded a maximum number of consumers watch television advertisements and are unconsciously affected by them.

**RESEARCH GAP:**

From the Review of Related Literature it has been concluded that very few studies had been conducted for rural Gujarat region and to know the customer response towards marketing strategies being implemented by H.U.L. So there is a major gap in between regional difference and customer response consideration.

Most of the study had been conducted on the basis to share the importance of the rural market, potentiality of the rural market and the advantages and disadvantages associated with the rural market. But no study has been conducted in the past on the topic of
analysis of rural marketing strategy in rural areas of Gujarat state. This study fills the gap regarding the absence of any study on the same topic in the region.

On rural marketing opportunities and problems lot of work has been done for the different regions of India, but study of marketing strategies has not been covered by any researcher yet in this region with the consideration of the rural consumer aspect. This study fills the gap between different regions and pioneering study on the same topic in selected Gujarat region. This study makes an attempt to analyse the impact of rural marketing strategies for selected H.U.L. products in selected rural areas of Gujarat state with the new dimensions.