CHAPTER-1
INTRODUCTION AND THEORETICAL FRAMEWORK OF RURAL MARKETING

- Introduction – Rural India
- Definition of Marketing
- Definition of Rural Society In India
- Evolution of Rural Marketing
- Defining Rural Marketing
- Definition of Corporate Rural Marketing
- Reasons For Corporate To Go Rural
- Problems in Rural Marketing
- Distinction Between Rural and Urban Societies
- Rural Market Segmentation
- Rural Marketing Mix : The 4 – A’s Approach
- Rural Marketing Strategies
- The Rural Market – Projections by Mckinsey