

A Study on Financial Performance of Rural Area Marketing

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Abstract: The Rural marketing product decisions of with opportunities in urban regions reaching saturation levels. Rural marketers in village Salem are hoping to tap the potential of the state through in the village rural marketing. While the opportunity is decidedly huge, heterogeneous demographics and inadequate infrastructure facilities pose serious operational challenges to these rural marketers, this article examines the major challenges faced by marketers and intermediaries while penetrating in to rural village areas

I. Introduction

The Rural Marketing is a sector covering the organization of resources – such features of exiting. Trading down High product, new concept product life cycle, capital in a wide variety of forms, management, customer for the production, marketing of food and fiber. A rural marketing product decision is most important in the Indian economy.

However the country had to face spells of drought now and then relating in a set back to RMPD, the Indian farmer has shown remarkable, response to the new technological innovations in RMPD. (Rural Marketing in the Product Decisions)

There has been a spurt in the demand for high yielding varieties of seeds. Fertilizer and Modern farm implementations in recent years. In RMPD sector, market in rural plays in a vital role product decisions in generally referred to as “starch flour” and its cultivation and marketing gives employment to 1.5 thousands of people besides earning foreign exchange for the country.

There is no organization or co-operative society banking loans established among the cultivators. So the Salem village customer fraters exploit the illiterate farmers by fixing the prices for below the cost of production, the cultivators face a number of problems on the marketing front of the RMPD.(Rural Marketing in the Product Decisions)

Thus the growers also use the services of regulated markets by the government.

OBJECTIVES:

To examine marketing practices and problems faced in the field of RMPD cultivators. (Price, Quality, Quantity.)

To identify new customer approaching the Product of RMPD.

HYPOTHESIS:

There is significant difference between the income profit manufacturing market income from grey area and irrigated area.

AUGUMENTED PRODUCT:

Marketers should have vision to look at the specific needs of consumers and also their related requirements.

He needs a broader view to have the whole picture of the consumptions of the consumer to him with the right offer.

II. Methodology:

The methodology has been followed to analyses the marketing practices and problem faced by the RMPD. The survey has been used to collecting sufficient data from the customers regarding RMPD.

- 25 Villages in and around Salem were selected by adopting proportionate stratified random sampling technique
- The Parentage analysis and ‘Z’ test has been used for analyzing the collected data.
- In this village, 150 respondents were selected by convenient sampling method.

Rural marketing Practices and Problems:-



The marketing system in India provides substance for about 2.5 million people who are engaged in performing various marketing functions. In the field of exports too.

The most important change in the present day market are the quality standards product decisions Which were previously determined by the markets but are now determined by the consumers.

The Rural customer village wants training experience and delight which require special attention, communication, distribution and branding decisions marketing begins with the assessment of customers concerns and ends with evaluation.

The Rural market in village customers marketing involves in its simplest form buying and selling of low cost production materials of product. In modern marketing the village people product has the undergo a serious of transfers or exchanges from one hand to another before it's finally reaches the consumer.

To sustain the pace of growth, adequate rural marketing infrastructure. Conductive policy environment and relevant mechanism for articulating the technological needs of producers and processors are to be organized.

1. Consumer Goods:-

The meant for final consumption by consumers and not for sale. They are of three types.

a. Convenience Goods:-

The Consumer buys frequently. Immediately and with minimum shopping effort are convenience goods. For instance, food items, newspaper, drugs, soap, tooth paste, biscuit etc.

b. Shopping Goods:-

There are goods purchased by the consumers, only after a carefully comparison suitability, quality, price, style etc. For examples clothes, furniture, household, appliances, fans.

c. Specialist goods:-

There are goods with unique characteristics or brand identifications and the purchasers mark a special purchasing effort, for instance, fancy goods, special eating items. Etc.

Accounting to durability (or) tangibility purchase

1. Non-durable goods, such as soap, salt etc
2. Durable goods. Such as clothing, tools, refrigerators etc.
3. Services, such as repair, hair cut- etc.

2. Industrial Goods:-

Further production of goods or services, and include capital goods. Raw materials, component parts etc. These are used as input in producing other products.

Product concept

TANGIBLE Product

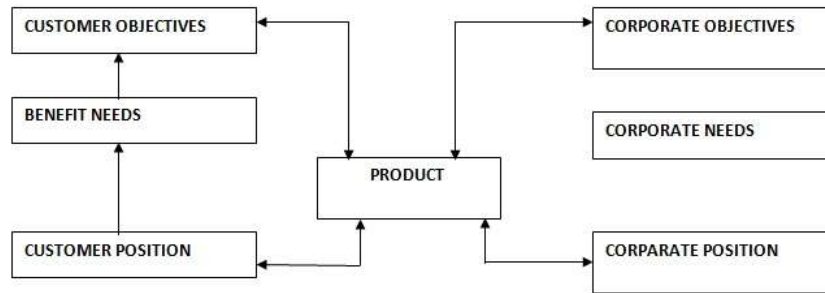
- * Co lour
- * Design
- * Quality
- * Size
- * Weight
- * Features
- * Materials used
- * Power source
- * Brand

EXTENDED Product

- * Image
- * Status
- * Guaranteed warranty
- * Delivery
- * Installation
- * Credit
- * after sales service
- * Spares



The matching of customer needs and corporate Objectives



Product Policy:-

Product objective and strategies.

Factors influencing product mix.

The fundamental reasons for changing product mix (adding or eliminating product) is due to the change in the market demand, change in demand occur due to the following factors.

- a. Population increase.
- b. Changes in the level of the Income of the buyers. And
- c. Changes in consumer behaviors.

Other is stated as following:-

- 1. Marketing influences.
- 2. Production influences, and
- 3. Financial influences.

Elements of Product Policy:-

- 1. Product planning and development
- 2. Product line
- 3. Product standardization
- 4. Product identification (branding)
- 5. Product style , and
- 6. Product packaging.

III. Augumented

In the marketing of any product the market price plays a decisive role how do the farmers come to know of the rural market price in the study area is analyzed and exhibits in the table 1,

It is interred from table the study reveals that the neighbor cultivators Rural and commission agents Rural play a vital role as the major source of information about the rural market decisions pricing prevailing in the rural market in village market.

S.NO	SOURCES INFORMATION	NO.OF RESPONDENTS	% OF TOTAL
1.	Neighbors cultivators Rural	55	36.67
2.	Commission Agent Rural	46	3.67
3.	Friends & Relatives Rural	20	13.33
4.	News Paper Rural	12	8.00
5.	Village Traders People Rural	17	11.33
	Total	150	100.00

RURAL PRODUCT LIFE CYCLE AND PRODUCT DECISION.

The Rural market in product life cycle:

Product life cycle [PLC] refers to the stages through which the product passes ever time. The PLC graphically presented using a sales curve ranging from the seducing stage to the perishing stage of the PLC could give an insight into managing the Profitable phases the life span of the product.

S.NO	PRODUCT - RELATED	SERVICES – RELATED	CHANNEL
1.	Related Quality	Ordering	Expertise
2.	Design/ Style	Delivery and credit	performance
3.	Features	Installation	courtesy
4.	Packaging	Customer trading	Atmosphere
5.	Brand image	Repair and maintains	All product

RURAL MARKET PRODUCT DECISION AUGUEMENTS PRODUCT:

The village rural marker should have vision to look at the specific needs of consumers and also their related requirements.

He needs a broader view to have the whole picture of the consumptions of the consumer to him or her with the right offers

The Rural market product attracts core Benefit in various Salem D.T of Idappadi, Sankari, Mettur, Omalur, Attur, and Panamarathupatti Basifies on.

Potential Product



The about figure explain how the core benefit is transformed into a potential product that reaps increased benefit.

PRICE FIXATION AND RURAL MARKET PRODUCT:

Price plays sensitive role in purchases of a product. Rural market where there is low income groups to the maximum so price act as a Barrier in over coming in rural India.

BASED ON BRAND HIERARCHY LEVEL:

S.No	Name brand	Company brand name
1	Global Brand	Lux, Pepsi, tart, honds
2	National brands	Tata, Bata, maggi, godrej
3	Regional Brands	Zee, atta, SunTV, JayaTV, ETV
4.	Local brands	Surya masala, Sakthi masala,
5.	Unbranded products	Oil, food grains, tongue,
6.	Commodities	Tamarind, dai, rice, egg, wheat

The above where the companies that got the considerable. Recognition in the rural market. Based upon the study.

Rural market in distribution channel:-

“A marketing channel is a path traced in the direct and indirect transfer of ownership to a product. As it moves from a producer to ultimate Consumer.” There many intermediaries in the various channels during the current date have been collected and given,

Rural Market Distribution channels.

S.No	Distribution Channels	Quantity (in quintal)	% of total
1.	Village traders Rural	81	54,00
2.	Commission Agents Rural	49	32.67
3.	Regulated market Rural	20	13.33
	Total	150	100.00

Rural market in Productions decision of the Duration of waiting Days in marketing.

Product line Decisions:-

An examination of the data in table that 30% of the respondents have disposed off the 10 Wk of their produce within 11 to 20 days, after its harvests, 18% have sold their produce within 21 to 30 days 23% have to wait up to days for marketing their produce and the remaining 28% wait for 30 days above to sell their produce.

Rural Market production decisions cost of Marketing:-

In the marketing of Rural Market the cultivators have to incur various expenses, As is clear from Table. Commission to village traders, tax & Village mahatma, basket & packages, transport charges & weighing charges are the main, expense incurred by the cultivators as indicated by 96 response,

S.No	Cost Particulars	Amount (in Rs)
1.	Commission to village Traders Rural	40
2.	Tax and village mahatma Rural	24
3.	Basket & Packing charges Rural	22
4.	Weighting charges Rural	14
5.	Transport charges Rural	96
	Total	196

Suggestions:-

- ❖ To Rural overcome the various problems that been identified by this empirical study, the following suggestions have been in aide.
- ❖ To Rural market production decision overcome the problem of exploitation of the innocent and illiterate farmers in this district Salem.
- ❖ To Suggest that adequate awareness should be provided to understand
- ❖ So that farmers in this area may become literate and escape from exploitation.
- ❖ So Recommended loans from co-operative Bank NGO loans to organization the product the product decisions importations way.
- ❖ To again is also suggested that the government shall come forward to establish public warehouses in Rural Market bin production decision.

IV. Conclusion:-

The analysis of the marketing Practices reveals that there is a good future for rural marketing producing decisions of villages in Salem District. Since Salem district stands at the top in rural marketing product decision. If the above suggestions are duly carried out by the parties Concerned, the rural marketing would go up giving employment to more than thousands of people It would also result in effective Rural marketing in the villages.