

# A Study on Challenges and Privileges of Retail Marketing in Rural Area with Special Reference to Tirunelveli City

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**Abstract:** Retail marketing is a concept which has reached a stage of universality all across the globe where a manufacturer of any country can sell its goods easily to buyer of any country. Retail marketing is one discipline which is customer centric and oriented, it begins with understanding the needs of the customer and ends at satisfying those needs in the best manner possible in exchange for money. Various people get confused between the terms retail marketing and retailing; retailing is a concept which is seller oriented, it begins and end the seller. Retailing encompasses all the activities which are just meant at selling the goods and services to the customer and not understanding and identifying the needs and requirements of the customers. Identifying the needs of a customer is a very tough and lengthy process and therefore it has resulted in the creation of discipline 'Retail Marketing'. Tastes and preferences of the customers have been changing with time and with this changing time, the customers nowadays have become more informed and aware about the various products and services available in the market therefore they cannot be forced to buy anything against their wishes. The main objective of the retail marketing in rural area is to know the influence of a buyer to buy a particular brand in retail marketing. In this I used chi-square and ranking tool for the analysis part.

**Keywords:** Retail Marketing, Brand, Rural, Promotional Schemes

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