

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

I. INTRODUCTION

Retail Marketing is a vast discipline covering several aspects of marketing management. The term 'retail marketing' is often confused with the term 'retailing'. Retailing and retail marketing are distinct terms; retail is a function whereas retail marketing is a discipline, retailing can be defined as "the sale of goods and services to the ultimate consumers". It is one discipline which has undergone a tremendous change ever since its inception; retail marketing has always been a customer-oriented discipline and with time has become more professional customer oriented discipline and with time has become more professional customer centric making it one of the most crucial disciplines of management studies among various universities all across the globe. Retail marketing has been defined in different ways by various management and marketing experts and the most common definition where all the experts have agreed can be stated as "retail marketing refers to a set of tools undertaken by the retail marketer in order to identify the needs of the customers and finally satisfying these needs in the best manner possible through the sale of goods and services.

Retail marketing in rural region is a task which offers several opportunities for any retail marketer, India is a country where seventy percent of the population resides in the rural regions and therefore this population of over eighty-five crores has always been a target region for any retailer. For instance, the tastes and preferences of the rural customers has always remained different from the urban customers and due to this the companies using the same tools of retail marketing as the one it was using in the urban markets failed miserably in the rural regions.

II. REVIEW OF LITERATURE

Mamat Anjali Parada and Chandrika Prasad Das (2020), investigated under the heading Rural Retail Marketing: Opportunities and Innovations. In this they discussed about the opportunities and the implementation of new more innovative ideas in the rural marketing.

Pandey and Ashish (2020), study the challenges and privileges of retail marketing in rural and urban area a comparative study. In this study they make a comparative between urban and rural to analyze the availability of product variety and price difference between urban and rural area.

III. OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To know the influence of a buyer to buy a particular product.
- To analyze the different varieties of products available in rural market.
- To understand the policy which affect the selection behavior of the consumer in rural market.

IV. DATA COLLECTION

In this research we used both primary and secondary data. The primary data are collected through questionnaire and Secondary data collected through journals publications.

Sample Size: 55

V. ANALYSIS AND INTERPRETATION:

Table 1: Demographic profile of the respondents

S. No.	Particulars	No. Of. Respondents	Percentage
1	Gender		
	Male	29	52.73
	Female	26	47.27
	Total	55	100
2	Age		
	Below 20 years	10	18.18
	21-30 years	12	21.82
	31-40 years	14	25.45
	Above 40 years	19	34.55
	Total	55	100
3	Occupation		
	Employed	45	81.18
	Unemployed	10	18.18
	Total	55	100
4	Family Income		
	Below 10000	16	29.09
	10,001-20000	22	40
	20,001-30000	11	20
	Above30,000	6	10.91
	Total	55	100
5	Marital Status		
	Married	35	63.64
	Unmarried	20	36.36

	Total	55	100
6	Level of satisfactory		
	Satisfied	20	36.36
	Highly satisfied	8	14.55
	Neutral	22	40
	Dissatisfied	3	5.45
	Highly dissatisfied	2	3.64
	Total	55	100
7	Factors affecting policy		
	Discount policy	25	45.45
	Promotional Policy	30	54.55
	Total	55	100
8	Influencing factors		
	Advertisement	10	18.18
	Word of mouth	17	30.91
	Attractive package	10	18.18
	Dealer	6	10.91
	Family/friends/relatives	12	21.82
	Total	55	100
10	Price difference in between rural and urban area		
	Yes	25	45.45
	No	30	54.55
	Total	55	100
11	Promotional schemes		
	Money back offer	9	16.36
	Prizes on the bottle cap	19	34.55
	Prices on the specific number of bottle caps	14	25.45
	Bumper prize	13	23.64
	Total	55	100

Source data: Primary data

5.1 Interpretation

The above table 1 shows that 52.73 percentage of respondents are male and 47.27 percentage of respondents are female. According to the age wise classification 34.55 percentage of the respondents are the age group of above 40 years and 25.45 percentage of respondents are the age group of 31-40 years and 21.82 percentage of the respondents are under the age group of 21-30 years and 18.18 percentage of the respondents are below the age group of 10 years.

According to the Occupation wise classification 81.81 percentage of the respondents are employed and 18.18 percentage of the respondents are unemployed.

According to the family income wise classification 40 percentage of respondents are under 10,001-20,000 and 29.09 percentage of respondents are below the income level of 10,000 and 20 percentage of the respondents are under the 20,001-30,000 and 10.91 percentage of the respondents are above the income level of 30,000.

According to the marital status wise classification 63.64 percentage of the respondents are married and 36.36 percentage of the respondents are unmarried.

According to the level of satisfactory wise classification 40 percentage of the respondents are neutral with their satisfaction and 36.36 percentage of the respondents of the respondents are satisfied and 14.55 percentage of the respondents are highly satisfied and 5.45 percentage of the respondents are dissatisfied and 3.64 percentage of the respondents are highly dissatisfied.

According to the factors affecting policywise classification 54.55 percentage of the respondents are promotional policy and 45.45 percentage of the respondents are discount policy.

According to the influence factors wise classification 30.91 percentage of the respondents are influenced by word of mouth and 21.82 percentage of the respondents are influenced by family/friends/relatives and 18.18 percentage of the respondents are influenced by advertisement and attractive package and 10.91 percentage of the respondents are influenced by dealer.

According to the price difference in rural and urban area wise classification 54.55 percentage of the respondents are said yes and 45.45 percentage of the respondents are said no.

According to the promotional schemes wise classification 34.55 percentage of the respondents are prizes on the bottle cap and 25.45 percentage of the respondents are prices on the specific number of bottle caps and 23.64 percentage of the respondents are bumper prize and 16.36 percentage of the respondents are money back offer.

Chi-Square Test:

Null hypothesis: There is no significant relationship between the age group and influence consumer to buy.

Table 2: Influence consumer to buy and age

Age	Influence consumer to buy	Advertisement	Word of Mouth	Attractive Package	Dealer	Family/Friends/Relatives	Total
Below 20 years		4	2	2	1	1	10
21-30 years		4	3	2	1	2	12
31-40 years		6	3	2	2	1	14
Above 40 years		6	4	3	4	2	19
Total		20	12	9	8	6	55

O	E	(O-E)	(O-E) ²	(O-E) ² /E
4	3.64	0.36	0.13	0.04
2	2.18	0.18	0.03	0.01
2	1.64	0.36	0.13	0.08
1	1.45	0.45	0.20	0.14
1	1.09	0.09	0.01	0.01
4	4.36	0.36	0.13	0.03
3	2.62	0.38	0.14	0.05
2	2.29	0.29	0.08	0.03
1	1.75	0.75	0.56	0.32
2	1.31	0.69	0.48	0.37
6	5.09	0.91	0.83	0.16
3	3.05	0.05	0.002	0.001
2	2.29	0.29	0.08	0.03
2	2.04	0.04	0.002	0.001
1	1.53	0.53	0.28	0.18
6	6.91	0.91	0.83	0.12
4	4.15	0.15	0.02	0.005
3	3.11	0.11	0.01	0.003

4	2.76	1.24	1.54	0.56
2	2.07	0.07	0.005	0.002
				2.14

Source data: Computed data

Calculation of table value:

Calculated chi-square value – 2.14

Degrees of freedom – (R-1) (C-1)

= (4-1)(5-1)

= (3)(4)V=12

5.2 Interpretation

Since the calculated value (2.14) is less than the table value (21.026) the null hypothesis is accepted hence there is no significant relationship between age and factors influenced customer to buy.

Ranking Table

Variables	Mean Score	Rank
Money back offer	35.41	III
Prize on the bottle cap	75.15	I
Prices on a specific bottle cap	50.61	II
Bumper prize	25.00	IV

According to the above rank table Prize on the bottle cap got Ist rank with the mean score of 75.15 and Prices on a specific bottle cap got IInd rank with the mean score of 50.61 and Money back offer got IIIrd rank with the mean score of 35.41 and Bumper prize got IV rank with the mean score of 25.00.

VI. FINDINGS

- Majority of the respondents are male with 52.73 percentage
- Majority of the respondents are above the age group of 40 years with 34.55 percentage
- Majority of the respondents are employed with 81.81 percentage
- Majority of the respondents are under the income level of below 10,000 with 29.09 percentage
- Majority of the respondents are married with 63.64 percentage
- Majority of the respondents are satisfied with the varieties of products with 36.36 percentage
- Majority of the respondents are affected with the promotional policy with 54.55 percentage
- Majority of the respondents are influenced by word of mouth with 30.91 percentage
- Majority of the respondents said no with 54.55 percentage
- Majority of the respondents prizes on the bottle cap with 34.55 percentage

VII. SUGGESTIONS

- Improve more transport facilities for the supply of products for the rural area marketing
- Make more dealers in rural area retail marketing
- Create new more advertisement in marketing
- Enhance the discount policy more in the rural marketing

VIII. CONCLUSION

Rural markets consisting of 70 percentage of the total Indian population with thin density and inadequate infrastructure with low per households income poses unique challenges to marketers and calls for innovative marketing solutions. “Top line 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. Marketers are also very aggressive with innovative strategies. Now they are able to grab the opportunities of vast rural markets. So the fact remains that 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 marketers to go in order to derive and reap maximum benefits. Moreover, rural India is not so poor as it used to be a decade or so back. Things are sure changing.

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