

Service Marketing Mix and Promotional Strategies and Its Challenges in Rural Marketing

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Abstract

In many commercial developments, goods and services are major selling factors. Traditionally, the goods market has occupied a lot of space. In the developed world, focus has been on the growth of commodity market. In the most developing countries, 70 percent of the gross domestic product of the services is shared. In India, around 50 per cent of GDP is in services. Among the fastest growing sectors, cellular phone services, home finance and IT services are areas. Goods; services also play an important role in the marketing mix. Marketing mix of Services 7P - includes Products, Price, Promotions, Place, People, Physical Evidence and Processes. Even though all 7P services have been important for the convenience of the service, this service plays an important role in making the services available to the consumers. It is essential to arrive at the Promotion Plan with promotional goals, especially in rural areas, with various potential media options. There are several choices of media for a given market of either the potential or existing customer of the service. But, they are not the same for the purpose of paying. Creating awareness among target audience can be easily done through mass media such as newspaper or television. But for action-oriented purposes, there may be encouragement to act as a part of the message. Individual sales pitch can be linked to a sense of urgency. In some service businesses like life or property for insurance, only individual sales pickets can work because nobody actively thinks about insurance product. Therefore, it is important to make an announcement in the advertising program - the selection of selective media, the choice of message and the promotional cycle, because the components of the service promotional plan. In this aspect, this paper focuses on various promotional strategies for rural market services. The paper discusses the behavior of rural consumers. At the same time, due to problems of the rural market and obstacles, companies have to face them directly and efforts are made to get a large share of the market. Often it is said that the markets are marketed and are not found. This is especially true in India's rural market. This is indeed the market of creative marketers.

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Introduction

Due to the recent increase in the rural market and due to good production and higher prices for rural farmers, such a possibility of higher yields, the rural market will give large opportunities for integrated marketing effort. Due to the recent increase in the rural market and due to good production and higher prices for rural farmers, such a possibility of higher yields, the rural market will give large opportunities for integrated marketing effort. Any macro-level strategy for this market should be focused on availability, access and affordability. Market research must be focused, which will reduce the uncertainty of dealing with these markets. The demand in relation to rural areas is very flexible. There is no difference between urban India and rural India.

OBJECTIVE OF THE STUDY

- To study the Service Marketing Mix & Promotional Strategies in Rural Market.
- To Study the challenges of rural market.
- To Study the Effective Media Modes of communication in Rural Market.

Nature and Source of the Data:

The study is descriptive in nature. Various websites and books are explored to gather the relevant information

Nature of Rural Market

The concept of rural marketing means different things to different people. Due to this confusion, rural marketing is considered to be distorted by the problems of poor diagnosis, and more often than not, poor prescriptions are considered as grammatical marketing and urban marketing. Compared to urban areas, there are special features and dilemmas in the rural market and rural marketing sector. Due to high growth in rural areas and high yields for agricultural products in rural areas, due to higher yields and the possibility of their growth, the rural market is making huge opportunities for integrated.

Marketing effort Indian rural market offers great opportunities for its large size and demand base marketers. About two-thirds of the country's residents live in rural areas and half of the national income is generated here. It is only natural that in the rural market, India is an important part of the market. About 450 districts and around 63,0000 villages of our nation are classified, which can be sorted into various parameters like literacy level, accessibility, income level, penetration, distance from nearby cases. There is a need to give special attention to dominate the rural market's Indian market and to expand marketing activities and to bring better life and well-being to the rural people. There is an immense ineffective ability in rural market today, while promoting development in rural areas under five year plans and other special programs. Development programs in the fields of agriculture and related activities, health education, transport, rural electrification etc. have improved the lifestyle of poor and uneducated people and some market organizations have projected that rural demand will underscore the demand of urban population. Since the urban area has a large number of

services and rural income growth, large scale marketing executives are finding a large market efficiency and try to increase their market. The National Council for Applied Economic Research (NCAER), India's leading financial research institute, has recently pointed out that the increase in rural income is making progress with the urban population. The rural middle class grew by 12 percent compared to 13 percent in urban areas. Broadly, the marketing of agricultural products in the rural marketing sector, rural industry products and many types of services are included.

What is a service?

The service is usually an intangible financial undertaking offered by a party to another party. Service Marketing generally involves the business of customers (BCC) and business-to-business (B2B) services and marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, and air travel, health care. Care services and professional services Marketing is based on the marketing relationship and value of the service. It can be used for a service or product. Marketing services are different from marketing goods because of unique features of services, autonomy, diversity, badness and indivisibility. American Marketing Association defines service - "Devices, benefits and margins are issued for sale or provided for sale of goods."

Seven Ps in Service Marketing Mix

In the Service Marketing mix, the first four components are similar to those in traditional marketing mix. However, the results of the services rendered in the unique form of services are slightly different.

Product: In terms of services, "production" is abstract, asymmetrical and perishable. Furthermore, its production and usage are inseparable. Therefore, the method of offering according to the needs of the customers is available and the actual customer encounters are of particular importance. However, too the customization service will compromise the standard delivery and affect its quality. Therefore, special care should be taken in the design of the service provider.

Price: The cost of services is far more difficult than the cost of goods. After the cost of care of the service - such as labor and overhead expenses - raw material expenditure can easily be retained in the account - in which it is also required to be forwarded. So, not only does this cost a price to cost at such restaurants. The price has to be paid for the supply of food provided.

After that the final price for the service has included a mark-up for an adequate profit margin.

Place: Service Delivery is concurrent with its product and it is not possible to store or dispatch because the service believes the location of the product is important. There are special considerations for where service providers will be given the services. In this way, a busy restaurant is good, located on a busy, upscale market as it is on the outskirts of the city. Similarly, a resort is a great place far away from the rural areas and from the city's sound.

Promotion: Offering service to the customer can be easily reflected in the process of showing the difference in the process of serving the customer. In this way, service providers like service providers or banks and insurance companies also advertise in their services. It is important to attract customers in a segment where service providers offer almost identical offerings

People: People are defining factor in a service delivery process, a restaurant is known as its food as its service by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has today

Process: The process of delivery of service is very important as the same standard services are repeatedly distributed by customers. So many companies have a Blue Print service that provides details about the delivery process, often going down to define service script and to define the wishes for the service personnel used by the employee.

Physical Evidence: Because the services are immaterial in nature, most service providers strive to offer specific tangible elements to enhance customer experience. In this way, Hello salaries, which are well-designed areas, are often waiting for their readers to read and rest with magazines and stereo sofas. Similarly, the restaurants offer a tangible and unique experience to their guests in huge scale in their interior design and décor.

Promotional strategies In Rural Marketing

The rural market has changed a lot in the last decade. A decade ago, the rural market was more unorganized and not a priority destination for corporate. Sellers must be extremely careful when selecting media used for communication, very less of the rural population has access to a local newspaper.

It is necessary to schedule an audio visual plan for the right message for the rural people. Folk dance, puppet shows etc., rich, traditional media forms, so that rural customers are familiar and comfortable, can be used for high impact production campaigns. Radio is a very popular source of information and entertainment, adding to the radio can also be a useful tool for marketers.

Following some other Strategies in the Indian rural market-

- Decentralizing rural markets by engaging them through urban areas. The current one-way exploitation should be changed and the two-way approach should be changed

Sellers from rural areas should be selected for the educated unemployed villagers; they should be trained and sold as vendors. Villagers who change the sales force of the local salesmen will have villages in villages

- Companies should take adequate care in educating the villagers to protect them against counterfeit goods and services.
- The rural market is neglected to select new services. This will help the companies to phase out their marketing efforts.

Other schemes like adoption by companies for rural markets for their services:

Best Promotion and Quality Perception

Companies with new technologies are able to communicate their products. There is a trade-off between quality customers and a company wants to communicate. Thus, this is the position of technology The perception of the Indian considering the difference in current market conditions, especially in terms of services offered by companies, as a rural Indian customer,

Easy way communication especially for rural market

Companies have recognized the importance of appropriate interaction in local languages, especially in rural markets to promote their services. They have started selling the concept of quality and an easy-to-understand method of communication with proper communication. Their main focus is to change the Indian customer approach towards quality.

Focus on customer needs

Every customer needs the value of their money. They do not see the additional value related to the services, they aim to have basic functionality, however, if the vendors provide free frills they are happy about it. They are happy because of such high technology that can meet their needs. In the case of celebrity endorsement companies, promoting products and services with the right person, the Indian model is choosing an actor for advertising because it helps them show themselves as an Indian company.

Changing the pattern of rural customers

Nowadays, villagers are constantly looking forward to new branded products and good services. Indian consumers are not at a price in the rural market, but they want the value of money if they provide some additional utility for the service premium, then they are ready to pay premium for the product.

Effective Media Modes of communication

Traditional media used by companies: The traditional media include melas, puppetry, folk theater etc. While the modern media includes TV, radio, echaupal LIC uses puppets to educate rural masses about its insurance policies. Govt of India uses puppetry in its campaigns

Adopting the best localization method in the distribution section

Proper distribution channels are recognized by companies that distribution channels can be large scale super markets and they feel that this system can be developed in India. However, they were wrong. Soon they understood that in order to be successful in India, they must enter the corners of the country. They must reach the "local panawala, local maize or grocery store owner". They must reach the "local panawala, local maize or grocery store owner". Big

multinational companies in India participate in rural markets in India if they sell local market vendors and less expensive products and services

New advertising methods for new rural media

In addition to traditional medium vehicles, many new media is used in the field of rural advertising and marketing. Some of the most highlighted topics are:

Puppets

Puppet is India's indigenous theater. This is the most popular form and admirable form of entertainment available to people of the village from infinity. This is a cheaper action, Maniputty is expressing as a medium for the puppets and using dialogues, values and social messages.

Life Insurance Corporation of India used the puppet to provide education for life insurance to the rural population; Now, getting help from the house of Lukki Literacy, the play was shown to the audience in UP, Bihar, and MP villages. The number of immediate inquiries from the Local Life Insurance companies was immediately compiled and compared to the normal frequency. Field employees of the municipal corporation have definitely influenced the business.

Public Theater

People's theaters are largely short and form-oriented. Simple tune help inform and educate people in an informal and interesting way. This anti-social protest has been used as an effective medium, people's theaters are mostly short and formally rhythmic. Simple tune help inform and educate people in an informal and interesting way. It has been used as an effective medium for social protest against injustice, exploitation and oppression.

Demonstration:

The "direct contact" is in front of people individually and is like groups of Panchayats and other village groups. Such contact has helped the villagers to contribute to the interest and self-development.

- Method demonstration
- Outcome Demonstrations
- Easy display
- Composite demonstration

As a result, audio-visual media can help add value. Asian painters started painting with the celebration queue by painting the chief's house or post office.

Wall paintings

Wall painting is an effective and financial medium for advertisements in rural areas. They are silent as a traditional theater .A speech or movie is ending, but as long as the weather allows you, it remains wall painting.

Retailers generally draw pictures of their shops, walls and name boards. Because shops are clean and good looking, their shops are attractive and stand out from other outlets. In addition to the rural households, shopkeepers and panchayats are not employed in addition to any payment, because their wall is produced with production messages. A wall containing pictures with output messages is shown as a status symbol. The biggest advantage of media is the power of the picture completed with its local touch. The used images have a strong emotional connection around the surroundings, even in the unprofessional activity such as moving media like televisions, in which a normal image is necessary to complete the number of large number of viewers.

Challenges in the rural market

Rural marketing has already come into business and is one of the largest areas of activity. Rural markets are the most different in nature. Compared to urban parts, where the demand for goods and services is highly concentrated, rural areas are spread all over the country. It is a more profitable market than urban parts. As a result, many rural areas look good on paper, but they are very costly to serve. Therefore, the market is very difficult to serve every rural market in the best possible way. Although it is easy for an organization to market its products and services for the top of the pyramid and the top of the pyramid, the challenge is challenging because it is easy to accept the potential for rural market marketing by marketing medium and its various forms of nature, which are in urban areas. This way they are more susceptible to products that are sold. Rural markets face major challenges:

Different perspectives among rural customers -

The vast rural population in various markets spread across different states has become a major problem for the market. Not only that, the population density in rural areas is huge. Therefore, a densely populated country provides great opportunities for marketing of various goods and services on one hand; on the other hand, there is a great challenge for what kind of goods and services will be provided.

Distribution issues -

Yet, the number of people living in this remote area is very large, but still most of the time, efforts to serve them in the right place are in vain. Effective delivery system is essential for village level shopkeepers, divisional / Taluka-level wholesalers or preferred dealers, distributors, or district level stock hours and state-owned depots or goods delivery.

Insufficient infrastructure (roads, railways etc.) -

Remote villages need transportation for production activities. That is why it is a matter of importance in considering the strategy for rural marketing. Infrastructure is so bad that access to inaccessible areas is often a big challenge. Almost half of the villages in India, for example, are not connected everywhere along the way. Even though the road construction activities of the Indian government have been started, the work is very good. Most of these villages are connected only by the tragedy. And these roads create a big problem in the rainy season. Not only this, many rural areas are not connected by rail transport. Therefore, showing the services of rural customers in these regions is a tough job for marketers.

Seasonal demand for products -

Demand for rural areas depends on agriculture, because agriculture is the main source of income in most rural areas. Large scale agriculture depends on the monsoon and hence the ability to demand or purchase is not stable or regular. This allows companies to have a single strategy in the rural market over the year.

Low Literacy levels -

One can easily identify the majority of people in rural parts of India who do not have proper access to education, so the literacy level in this area is very low. There is not enough opportunities for education in rural areas. Literacy rate is less as compared to urban areas. Again, it is an important part that marketers should think about. Creating awareness among the rural people about the development of new products by marketers is a major problem. Not only this, the villagers do not know the multinational corporations and the brands they are selling. Above all, these vendors have to quote the people living in different areas.

Insufficient Media Coverage -

The availability of formal media in rural households is low. There is a lot of problem in rural media. This message of television is a great source of message for rural people. But due to the availability of electricity and television sets, the vast majority of rural people do not get the benefits of various media.

Language barrier

As the rural market is odd, it is the consumer culture. The languages spoken with them are different. Therefore, it was very difficult for marketers to advertise their products in a universally speaking language. If the market is ready to advertise your products in regional languages, then it increases the cost of production, which can be detrimental to rural marketing.

Conclusion

Village's customers demand value for money and demand quality for each of their purchases. Pricing is the direct task of the constituents, including the cost of benefits and opportunities.

Price sensitivity is extremely high and it is normal to compare competitive prices. It is important to remember that rural customers do not have a budget problem. He has cash flow problems because the people of the village get funds only twice a year. During this time, he is able to purchase high volume. At all times, however, the price of the unit is serious and so is the size of the pack. As a result, when the cash flows are reduced in the weaker season, marketers need to take measures to address the financial products, plans or the needs of the rural people. If the company wants to capture the rural market, then they must first analyze detailed and quantitative analysis of the country's objective market, focus on the specific features of the rural market, and use different marketing strategies as per concrete conditions.

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