**Rural Marketing:**

Rural Marketing is a process starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system both functional and institutional based on technical and economic considerations, and includes pre and post harvest operations, assembling, grading, storage, transportation and distribution.

Rural Marketing has two major areas:

1. Marketing of agricultural products, from rural to urban areas and
2. Marketing of manufactured goods and services in rural areas.

Rural marketing environment covers various factors like Physical, demographic, social & Economical that affect the marketing of rural products.

Differences Between Rural Markets and Urban Markets:

1. Density of Population is Low in Rural Market whereas it is high in Urban Market.
2. Occupation of Rural Market is Agriculture whereas Urban Market’s Occupation is Trade, Industry and Service
3. Joint Family Structure is found in Rural Markets whereas Nuclear type of Family structure is there in Urban Market.
4. Manufacturing Activities are low in Rural Market whereas it is high in Urban Market.

Problems in Rural Marketing:

1. Uneven Scattered Population
2. Underdeveloped Market
3. Underdeveloped People
4. Lack of Proper Physical communication Facilities
5. Low Per Capita Incomes
6. Many Languaes and Dialects
7. Low Level of Literacy
8. Logistic Problems
9. Less Retail Outlets
10. Seasonal Demand

Rural Market Segments:

Rural market can be segmented using the concept of Urban Orientation. Urban Orientation is defined as the degree to which a rural consumer would like to replicate the urban lifestyle.

Indian Rural Market Environment: Various Variables of Indian Rural Market Environment are as follows:

1. Population
2. Occupational Pattern
3. Education (Literacy Level)
4. Land Distribution
5. Irrigation
6. Transport System

Rural Market Segmentation:- Rural Market can be segmented into various categories:

1. Geographical Segmentation
2. Demographical Segmentation
3. Socio-Economic
4. Behavioural Segmentation

Rural Marketing Research: Rural marketing research is the careful and purposeful study of market, product design, various transfer activities like physical distribution, warehousing, advertising and sales management in rural areas.

Rural marketing research helps in analyzing Socio-Economic, demographical, behavioural, psychographic features of the target market in rural areas.