



# Rural Marketing: Targeting the Non-urban Consumer

*Sanal Kumar Velayudhan*

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# Rural Marketing: Targeting the Non-urban Consumer

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## **Rural Marketing: Targeting the Non-urban Consumer** Sanal Kumar Velayudhan

This highly practical and informative book provides unique insights into the essential features of rural markets in India as well as challenges posed by the rural consumer. Retaining the managerial perspective of the first edition, this second edition has been thoroughly revised and expanded, and examines in greater detail the concept of rural markets and rural marketing. It also contains numerous short cases to illustrate how social and cultural habits influence rural consumer behaviour.

The book contains comprehensive insights into:

- The nature and patterns of rural behaviour.
- A detailed profile of the rural market.
- The opportunities available in rural markets and new methods used to access the rural consumer.
- Strategic decisions for new product development.
- Promotion, distribution, communication, and channel servicing decisions.
- the importance of rural market institutions such as *haats and melas*.
- Emerging channels to access rural market.

A guide to strategic marketing and management decisions, this book will be of interest to students of marketing and management as well as professionals in the field.

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