

A Review on Retailing Prospects of Indian Rural Market: Issues & Challenges

Bikrant Kesari¹ and Sunil Atulkar²

¹Assistant professor and ²Research Scholar

Department of management Studies,

Maulana Azad National Institute of Technology,

Bhopal, M.P., India.

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ABSTRACT

Today retail is not a new word for Indian customer, however the rising retail formats are changing the entire image as well as creating tough issues and challenges in front of Indian retailers. They are now designing and modifying their retail format having variety of retail products with several services for untapped segment of the rural market. In this paper, researcher examines the retail prospects in the development of rural market and share the challenges faced by the retailer for capturing rural market. This review paper attempts to provide a brief literature on rural marketing and finally offers policy recommendations for better performance of rural markets and to observe the potentiality of Indian Rural Markets. This study is also an attempt to find that how to explore the potential of rural retail market of India, accessing their needs for products, brands and finding out various problems are being faced by rural markets. Further, this paper explores how retail companies have been able to have an impact in the rural segment through effective marketing strategies.

KEYWORDS: Rural marketing, Market potential, Marketing strategies, Rural markets, Retailing.

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ABOUT THE AUTHOR (S)

Dr. Bikrant Kesari is an assistant professor at the Department of Management Studies in Maulana Azad National Institute of Technology (MANIT) Bhopal, Madhya Pradesh (An Institute of National Importance Established by MHRD, Government of India). He has twelve years of work experience in both teaching & industry; the major working areas are on Human Resource Management, Rural Development, Marketing and Behavioural aspects. He has published articles in national & international Journal on these respective areas. In Addition, he has also worked as a University officer of MANIT for All India Survey Higher education Govt. of India, which includes collection and analysis of data, worked as Departmental Exam-coordinator for four years conducting MBA Exam and currently acting as SC/ST Coordinator in MANIT for the overall development of weaker sections of the society.

Sunil Atulkar is a Research Scholar at Department of Management Studies MANIT Bhopal, M.P. and having three years of experience in teaching of different subjects in marketing, retailing, customer Relationship marketing & consumer behaviour, rural marketing & agro Business. He has published articles in National & International journal. He is the corresponding author and can be reached at sunilatulkar3030@gmail.com.