

OPPORTUNITIES AND PROBLEMS OF RURAL MARKETING IN INDIA

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ABSTRACT

This paper is attempted to study the opportunities and problems of rural market. Rural markets are defined as those segments which are different from other types of market like stock market, commodity markets or labor economies. Nowadays urban markets are crowded and saturated, share of agriculture in GDP is decreasing but India still lives in villages there is massive potential for business in rural markets. Hence this topic is chosen with special reference to Indian rural market. Market scenario of rural India is changing its face very rapidly. As there is increase in literacy rate and disposable income of rural consumers so they have become brand conscious. This segment consumes large variety of products, both durable and non durable and they are willing to pay high prices for the products.

KEYWORDS: Village, Rural Market, Issues, Prospects, Opportunities