

**A STUDY ON PROBLEMS OF RURAL MARKETING FOR  
RURAL MARKETERS IN ASSAM**

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**ABSTRACT**

Rural marketing is a practice of assessing, persuading and converting the needs, wants, purchasing power of the customers into effective demand for products and services out for sale which would help in sufficing the requirement of people in the rural areas and this increase the satisfaction levels as well as standard of living. A discussion about problems and challenges of rural marketers in Assam has done in the research paper. With emerging challenging issues, the government has to take necessary action in the development of rural market.

**Key Words:** Consumer Behaviour, Purchasing Power, Regulated Market, Rural Marketing, Warehouse.

**1. Introduction:**

Assam is basically an agriculture state. The rural population is about 89% living in different villages. The overall economy of the state depends on the agricultural development and hence this sector is receiving considerable attention in planning process. The rural marketing is largely unorganized in the region and dominated by the public traders. The local haats and regulated market is two major channels existing in the state for the marketing of agricultural produce. Assam grow a large numbers of crops like paddy, pulses, oil seeds, fibres crops like jute, mesta, horticulture crops like banana, citrus, ginger etc. Which have a great commercial value in the whole country.

At present days, agriculture marketing in Assam, produces of the farmer are exchange with many middle hands before reaching to final consumers. The middleman extracts very large amount of profits and small of amount goes to the farmer. The topography of the states is not favourable for the movement of the products. The social and cultural conditions are also responsible to a large extent for not developing agro based industries in the region. It is necessary to diagnose the

problems and try to establish healthy marketing environment by providing value added economic benefit to the farmers.

## **2. Objectives of the study:**

- To study different problems and challenges face by rural marketers in the system.
- To analyse the appropriate measures to overcome the major constrain.

## **3. Methodology:**

The study is based on primary and secondary data. The primary data are collected through interview and observation method and secondary data are collected from books, journals, newspapers, articles etc.

The research type is descriptive in nature.

## **4. Rural Marketing Strategy:**

Rural Marketing strategy is based on availability, accessibility and affordability.

Availability tells about the status of distribution channels, accessibility focuses on the pricing techniques based on the consumers' standard of living. Affordability lays emphasis on the consumers' willingness to buy that product or services. In 21<sup>st</sup> century, the rural marketers have acquired significance. The green revolution and white revolution combined with the overall growth of economy which has resulted into substantial increase in the purchasing power of rural communities.

Personal selling is extensively using in rural marketing as against other tools of marketing communication. All the communication in rural market is developed in regional dialects.

Retailers play a very important part in establishing the market for product and work in line with its sale team.

## **5. Problems in Rural Marketing:**

Following are the problems are discusses below-

- Inadequate transport facility and warehouse: lack of adequate transport facility is a major problem in Assam for the rural marketing. Unfavourable geographical location has made the transportation cost very high.

- Illiteracy problem: In Assam, people are from different cultural and social background and most of the rural farmers are not educated.
- Natural calamities: It is one of the main problem in state like Assam, where flood, landslide are common forms of natural calamities responsible for destroying agriculture produce.
- Lack of institutional support: Financial resources are very scarce in rural areas because there is lack of institution and people are not aware of financial products and services. so, farmers have to take loan from private traders at very high rate of interest.
- Narrow consumer behaviour: In Assam, rural customers have very less response on branded products. The transaction of the rural consumer is very limited. Rural consumer behaviour are completely different from urban consumer behaviour, price play important role for their living standard.
- Absence of regulated market: There is lack of regulated market in rural Assam. Absence of marketing board, private traders and money lenders are managing the rural market.

#### **6. Findings of the study:**

- There is lack of control from government marketing board and regulating authority the middleman and private traders are manipulating the pricing system.
- Rural marketing is growing important due to standard urban market.
- The rural marketing in Assam is unorganized and mostly regulated by private traders.
- There is high opportunity for generating employment opportunities among youth by rural marketing.
- There is need for establishment of regularised co- operative marketing societies with fair regulating price.
- The Agriculture Marketing Schemes are being supervised by the joint Director of agricultural Marketing, Assam. Four schemes are Development of Market Intelligence, Development of Marketing of fruits and vegetables, Developments of jute grading and bailing and Development of Quality Control and AGMARK grading are implemented in plain districts by deputy director of Agricultural Marketing) with headquarters in Guwahati. The schemes for development of regulated market are directly implemented by the Assam state Agricultural Marketing.

## **7. Suggestion:**

Following are the suggestion for improvement of the rural marketing in Assam;

- Markets need to develop innovative packaging technology which would be economic, protective, and improve shelf life of good.
- Marketers should arrange storage house and re packing into smaller pouches which will increase employment opportunity.
- Marketers need to place emphasis on retailers directly rather than depending on wholesalers for distribution in the rural market.
- Financial Institute should arrange easy loan facility with less formality.
- The communication system should be developed with adequate technology.

## **8. Conclusion:**

Assam is a state with available natural resources and good climatic condition. There is lot of scope for the development of agro based industry in the region. Growing importance over rural marketing has immense potentiality to generate opportunity to the marketer by allowing their transaction of goods and services in rural area. With emerging and challenging issue, the government has to take necessary action in development of agriculture market. By establishing rural market with better facilities and by developing basic infrastructure facilities, the standard of living of the people can be enhanced and it will reduce poverty. Increasing per capita income in rural mass enhances the economic condition of the country.

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