

MBA SEMESTER-IV

MARKETING GROUP

MKG 404

RURAL MARKETING



Yashwantrao Chavan
Maharashtra Open University



ज्ञानमया धरोहर

Yashwantrao
Chavan
Maharashtra
Open University

MKG 404

MBA : SECOND YEAR

SEMESTER IV

MARKETING GROUP

Rural Marketing

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YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

VICE-CHANCELLOR : Prof. E. Vayunandan

DIRECTOR, SCHOOL OF COMMERCE & MANAGEMENT : Dr. Pandit Palande

NATIONAL ADVISORY BOARD

Dr. Pandit Palande
Former Vice Chancellor
Director, School of Commerce
& Management,
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Prof. Devanath Tirupati,
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Prof. Vinay. K. Nangia
Professor & Former Head
Department of Business Studies,
Indian Institute of Technology (IIT)
Roorkee

Authors

Editor

Dr. Sheetal Sharma
Dean Academics & Professor
IILM Lucknow
Uttar Pradesh, India

Dr. Latika Ajitkumar Ajbani
Assistant Professor, YCMOU

Dr. Surendra Patole
Assistant Professor, YCMOU

Dr. Vinay Sharma
Associate Professor
Department of Management Studies
Indian Institute of Technology (IIT)
Roorkee, Uttarakhand, India
Visiting Professor, IIM, Lucknow

Instructional Technology Editing & Programme Co-ordinator

Dr. Latika Ajitkumar Ajbani
Assistant Professor
School of Commerce & Management
Yashwantrao Chavan Maharashtra
Open University, Nashik

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Shri. Anand Yadav
Manager, Print Production Centre, Y. C. M. Open University, Nashik- 422 222

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UNIT 8 : RURAL AND URBAN MARKETS

Rural and Urban Markets

NOTES

8.0 Unit Objectives

- 8.1 Introduction
- 8.2 Rural and Urban Markets: A Comparative Analysis
 - 8.2.1 Rural vs Urban Consumers – Challenges
- 8.3 Parameters Differentiating Urban and Rural Markets
- 8.4 Difference in Consumer Behaviour in Rural and Urban Markets
- 8.5 Governing across and beyond the Rural-urban Boundary
- 8.6 Stages of Buying Decision Process
- 8.7 Market Targeting
- 8.8 Segmenting Consumer and Business Markets
- 8.9 Summary
- 8.10 Key Terms
- 8.11 Questions and Exercises
- 8.12 Further Reading and References

8.0 Unit Objectives

After reading this unit, you should be able to:

- Define Rural Markets.
- Discuss the Rural and Urban Markets.
- Describe the Challenges and Opportunities of Rural Market.
- Explain the Parameters Differentiating Urban and Rural Markets.