Preface & Acknowledgement

Rural Marketing has emerged as a subject of study now-a-days in most of the management curriculum. Over the period of time, there has been paradigm shifts in Indian marketing and market has saturated from urban to rural areas. Even 4 P's of marketing evolved by Marketing Guru Philip Kotler (Product, Price, Place and Promotion) have changed to 4 A's viz., Awareness, Accessibility, Affordability and Acceptance. In the changed business environment, there is need to adopt holistic marketing concept for marketing of products and services. Moreover, new markets are to be explored while innovative marketing strategies are to be evolved for effective penetration in the markets as well as augmenting sales and enhancing market shares of various brands of products and services. Rural markets are treated as sleeping giants in the modern context since around 12 per cent of the world population reside in rural areas of India and about 742 million population of the rural India has shown enormous potential for booming of rural marketing. There has been higher growth rate in marketing of goods and services in rural India as compared to urban markets in the globalized and liberalized era. Though, marketing potential exists in rural India, however, the challenge emerges for retailing and distribution of goods and services to the customers. Therefore, existing markets are to be studied carefully and alternative markets are to be developed for the purpose. In this context, traditional haats and fairs have shown enormous potential for brand promotion, product demonstration, product counselling, marketing research and selling and marketing of goods and services. Against this viewpoints, present study has been conducted in one of the most populous states of the country to examine the scope and potential
of traditional haats and fairs for marketing of consumer goods and services.

Present study has been planned in seven chapters. Chapter one is introductory one, which deals with importance of rural marketing, agriculture marketing, marketing infrastructure, rationale and objectives of the study. Chapter two presents an overview of rural marketing. It also provides an analysis of growth and development of rural marketing, corporate interest and response in rural marketing. Chapter three is concerned with dynamics of rural business environment. It explains the genesis of rural marketing and provides analysis of the factors responsible for growth and development of rural marketing. The chapter also provides analysis of consumer dynamics and increasing importance of the rural marketing. Chapter four is related with rural distribution channels. It provides analysis of marketing infrastructure, rural retailing, purchase behaviour of consumers and newly emerged markets in rural India. Chapter five is related with retail business. The chapter is based on statistics collected from field survey. It provides analysis of socio-economic profile of retailers, business transactions, nature of business enterprises, media accessibility and exposure, growth of business, patterns of sales, purchase patterns, consumer behaviour, etc. Chapter six presents dynamics of consumer behaviour. The chapter is based on field survey data. It provides the analysis of socio-economic profile of consumers, media accessibility and exposure of consumers, consumer perceptions, purchase behaviour, etc. Chapter seven is concluding one, which presents observations, main findings and policy recommendations.

The researcher's knowledge and views on the topic acquired during the course of the research activity is only a drop
in the ocean required to inform, educate and inspire people and bring both teachers and students together as partners aiming towards betterment of quality of education.

I am indebted to my respected supervisor, Prof. S.P. Tiwari, Dept. of Economics & Rural Development, Dr. R.M.L. Awadh University, Faizabad for the first place accepting me as a Research Scholar under his able guidance. His sincere supervision, expert and precious opinions, keen attention, constructive suggestions and constant help in this work was a great source of encouragement to me. His critical reading of all the parts of the work has helped me shape the study in its present form.

I place on record my sincere thanks to Head, Deptt. of Economics & Rural Development, Dr. R.M.L. Awadh University, Faizabad for his valuable suggestions and kind cooperation in the completion of this thesis.

I would like to take this opportunity to thank all my esteemed faculty members of the Deptt. of Economics & Rural Development, Dr. R.M.L. Awadh University, Faizabad who have at some time or the other helped me by lending me their valuable time and support which was a source of great encouragement.

I am thankful to my friend Dr. A.K. Singh, Institute of Management Sciences, Lucknow University, Lucknow who suggested me to pursue doctoral research on one of the promising areas of management education. He also provided me relevant data, information and pertinent literature. He extended his cooperation and assistance in the smooth conduct of field survey and processing of data. Dr. Sanjay Pandey assisted me in
data processing and its tabulation. He also assisted me in field survey.

Last but not the least my acknowledgements would be incomplete, if I did not express my deepest gratitude towards my family. My elder brother Prof. Surendra Singh Yadav, Deptt. of Management Studies, IIT, Delhi has been constant source of inspiration and encouragement in persuasion of my doctoral research. My beloved wife Rohini always motivated and encouraged me to complete my doctoral research in time. She took entire pain for managing the household activities and thus I could spare time to devote for the doctoral research.

Last but not least, I am thankful to Mr. Sunil Barar for giving the manuscript the present shape. He made his sincere efforts to complete the task in a short duration.

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