

Role of Promotional tools in Rural Market: Issues and Challenges in Manipur

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ABSTRACT

In this study, an attempt is made to know the various level of businessmen compliance of promotional tools in the rural market. Churachandpur market showcasing the significance of marketing fertility, the market has the capability to deals with larger scope of business transition, keeping the overview of population and topography of the District, rural market is considered as one of the most important hill districts of the state. The present study cover only Churachandpur District, sample area was stratified into New Market, Old Market and Tuiboung market, with the help of simple random sampling technique, 90 numbers of respondents were selected randomly, 30 each respondents were selected from the three markets. Both primary and secondary data's were collected for the study. To collect primary data questionnaire were designed, pre-tested and finally administered to respondents.

Keywords: Churachandpur, new market, old market, promotional tools.

INTRODUCTION:

Businesses in India are more confident than ever about the growth of the country's rural consumer market. According to the third annual edition of *Accenture Research*, "master of rural research markets: from touch points to trust points-winning over India's aspiring rural consumers," rural consumers are particularly aspirational, striving to purchase branded, high quality products. The report notes those rural consumers are better networked and proactively seek information through multiple sources. The expectations of today's rural Indian consumers differ markedly from those of previous generations. They are moving away from purely economic concepts of value driven by low prices, towards a broader notion of value that combines price with the utility, aesthetic and features of product and service. Significantly, penetration of media and telecom services has changed the way India rural consumers buy.

The rural market has change drastically in the past decade. A decade ago, the rural market was more unstructured and was not a prioritized target location for corporate. Marketers must be very careful while choosing the mediums to be used for communication. Only 16% of the rural population has access to a vernacular newspaper. So, the audio visuals must be planned to convey a right message to the rural masses (Kotler, Phillip & Keller, and Kevin Lane). The rich, traditional media forms like folk dances, puppet shows, etc., with which the rural consumers are familiar and comfortable, can be used for high impact product campaigns. Radio is also very popular source of information and entertainment.

Possible options for strengthening promotional tools:

Promotional mix refers to the compilation of promotional tools used by the organisation to achieve its communication objectives. In simple word, promotional mix is an element of marketing mix which enables the boosting of sale, the various types of promotional tools used by the marketers to inform and persuade customers about their firm's products include the followings (Kotler, Phillip & Keller, and Kevin Lane). Advertising, Personal selling or Salesmanship, Sale promotion and Publicity or Public Relation, the rural market were still lacking behind in this practice, comparing to the structure market, the rural market were not in a position to used sale promotion like offer, discount, sample etc., in any festive occasion. Therefore, any professional entrepreneur can accumulate the opportunity in this business practices, since many a customers are aware of business practice in any form of media, that why there is tremendous increase of online shopping in recent time.

The demographic profile of Churachandpur market:

The district is inhabited by several tribes, such as Paite, Hmar, Vaiphei, Zou and Thadou. Apart from these, there are the Gangte, Simte, Mizo, Tedim, Milhiem and some Manipuri Meiteis. There are also other non-Manipuri ethnic groups like Nepalese, Biharis, Malwaris, and Punjabis. While the Nepalese excel in the milk industry, the Malwaris are well known for their business acumen. Despite the commercial origin of Churachandpur town, the indigenous people have few entrepreneurs and traditionally worked in the government sector (V. K Pau, Unpublished Dissertation). Tradition, Culture, Custom, Languages, Taste and Preference are the important factors influence together with promotional tools in the rural market.

REVIEW OF LITERATURE:

Malick T V & Joshi J K (2014) state that low literacy rate, communication problem, traditional life, media for promotion, seasonal demand etc., are the main challenges in rural marketing strategies. They further mention that rural market segment, product planning, price decisions; distribution strategies are the key decision area in rural marketing.

Vishuvarthani S (2016) mention that a rural customer understands and demands value of money in every purchase that he make. If company wants to capture the rural market, they must first carry on the detailed and earnest analysis of the country side goal market, aiming at the particular characteristic of the rural market, and utilising different market strategies according to the concrete situation is the major concern in his study.

Kumar N. A. & Joseph J (2014) state that several leading brand soap and detergents are prevailing in the market at Ernakulam and promoted by leading manufacturer like HUL, P&G, Godrej etc., they also further mention that educated consumers make rational decisions even though they belong to the rural regions.

Himani J & Srivastava R. K (2011) mention that for rural marketing, marketer adopted different market strategy depending of the situation, for Fast moving consumer goods like low unit package, economy or value package, reusable pack are main concern for the market strategy and price strategy in case of consumer durables like increasing the term loan, low interest rate, positioning of product, use of emotional appeals are the major

strategy.

OBJECTIVES OF THE STUDY:

- To find the types of Promotional tools available in rural market
- To evaluate the relationship between the significant role of promotional tools and the growth prospect of business in the rural market.
- To study the issues and challenges in Rural Market

METHODOLOGY OF THE STUDY:

The present study covered only Churachandpur district, in all total of parameter, the sample area are stratify into three markets, of which primary data and other related information are collected. The sampling units consisting of new market with 30 numbers of respondents; old markets with 30 respondents and Tuinbong market with only 10 numbers of respondents. From the sampling area, the sample size consists of 70 respondents were selected by using simple random sampling technique. Apart from these data other relevant information was also collected from the concern organization, and other agencies. Primary data and secondary data were tabulated and analysed with the help of percentage method and presented into Bar-diagram and Pie Chart.

ANALYSIS OF THE STUDY:

Table 1.1: Composite Demographic Characteristics of the Respondents (N=90)

Variables		Gender		Total
		Male	Female	
Age	Below 25	3	1	4
	25-35	7	3	10
	35-45	34	1	35
	Above 45	20	1	21
Education	Illiterate	0	0	0
	Can only read	0	0	0
	Can read and write	40	4	44
	Primary	0	0	0
	High School	24	2	26
	Others	0	0	0
Communication problem	Problem	64	6	70
	No problem	0	0	0
Traditional life	Traditional & custom items purchase	64	6	70 (of total)
	Others items purchase	20	2	22 (of total)
Media for promotions	TV	64	6	70 (of total)
	Radio	0	0	0
	Newspaper	20	0	20 (of total)
	Others	0	0	0

Source: Computed from primary data

In the above table 1.1 shows that 35 numbers of respondents are under the age group of 35-45 years, followed by 21 respondents were falls on 45 and above age groups. Educational qualification 44 numbers of the respondents have the level of only can read and write only without proper formal education, 26 numbers of respondents were attaining the schooling up to high school level of which 24 are under the categories of male and only 2 were female.

Communication is the main issues in the rural market, irrespective of the communities involve business in the market need to speak local medium because all the business transition to any group dealing in business flows in local language. Therefore, Cent per cent of the businessmen have the communication problem because the respondents need to learn local language, state medium, English and Hindi essentially exist in the rural market. Traditional life in rural areas is still governed by customs and traditions and people do not easily adapt new practices, of the total cent percent are purchases the items related with their customs and only 20 of the total

were purchase of others items which means the promotional tools used for persuading the others items may not be effective.

Television has made a great impact and large audiences has been exposed to this medium, but in the context of rural dweller since the difference communities have their own connection there may be wide negligence of one coverage to others or ignorance from one medium to other medium. The respondents also share of their views beyond the discussion like seasonal demand, transportation, distribution, buying decision etc., are also major concern which influence promotional decision.

Types of promotional tools avail in the rural market:

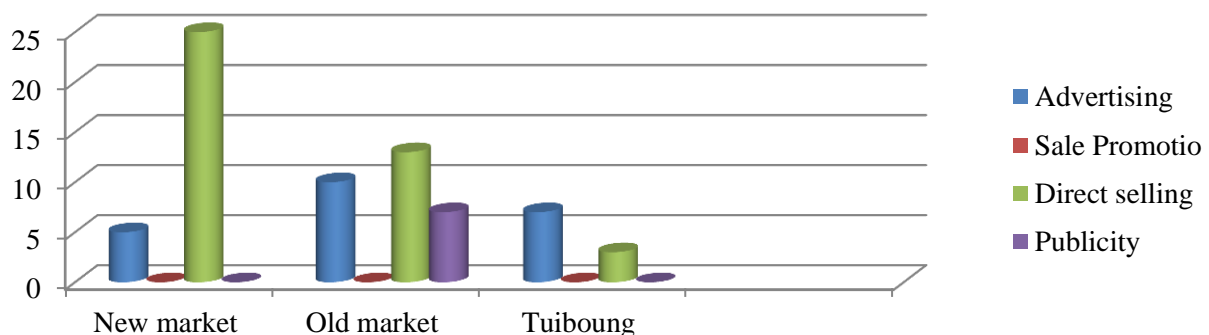
Churachandpur is one of the important hill districts in the state of Manipur; it has many unique features of commercial prospects, tourism industry in particular show the significance tourist hotspot in recent time. In this study an effort is made to find the influencing promotional tools available in the rural market. The result is provided from the respondents' response from the collected data.

Table 1.2: Types of promotional tools avail in the rural market, 2017 (N = 90)

No. of respondents area wise	Advertising	Sales promotion	Direct selling	Publicity
New Market	5	-	25	-
Old market	10		13	7
Tuiboung Market	7		3	
Total	22		41	7
Percentage (%)	31.43%	-	58.53%	10%

Source: computed from primary data

From the above table 1.2, shows that the respondents were using difference types promotional in the local market to influence the local consumers and the tourist in particular. There are altogether 70 numbers of respondents; out of which 41 (58.53%) respondents used direct selling which is leading promotional tools in the rural market. Follow by advertising with 22 (31.43%) of respondents and remaining publicity and sale promotion with 7 (10%) and no respondent stood third and last respectively. Therefore, the local businessmen promote their product difference means and the tools to exist and survive in the market. The analysis also represented in bar diagram as given below:



Mode of communication used on product promotion:

In this study an attempt is made to find the promotional tools and scope of motivation in the rural market. The collected data is codified; tabulation and administered with the help of percentage method is given below.

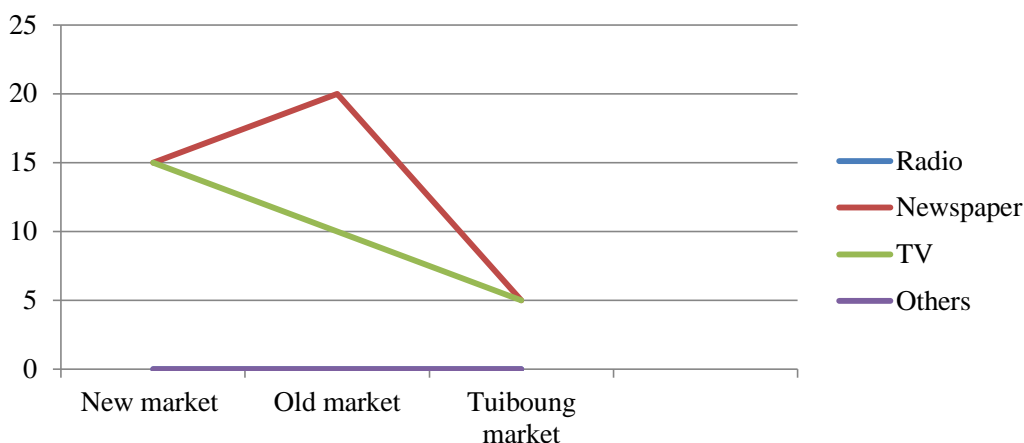
Table 1.3: Mode of communication used on product promotion, 2017 (N = 60)

Area	Radio	Newspaper	TV	Others
New market		15	15	
Old market		20	10	
Tuiboung market		5	5	
Total	-	40	30	
Percentage		57.14%	42.06%	

Source: Computed from primary data

In the above table 1.3 is initiated to determine the mode of communication used on product promotion in the rural market. There are altogether, 60 numbers of respondents, out of which, 40 (57.14%) of respondents commonly used newspaper as a mode of communicating to the customer above promoting of goods in the rural market. 20 numbers of respondents in the Old market stood first on used of newspaper followed by New market, Tuiboung market with 15 and 5 numbers of respondents stood second and third respectively.

It also shows that 30 (42.06%) of the respondents were using local channel TV to communicated their launch of product in the market. Out of the total, 15 numbers of respondents were in used of local channel TV which stood first, followed by Old market and Tuiboung market with 15 and 5 numbers of respondents stood second and third respectively. It further presented in line graph form as given below.



Cross tabulation on businessmen awareness of promotional tools and suitable season for used of tools:

In this study an effort is made to find the businessmen awareness or understanding the used of influencing promotional tools and also made to determine the suitability of seasons on promoting the product in the rural market. The data were collected through questionnaire and administered with the help of percentage method and re-presented in the bar diagram as given below:

Table 1.4: Cross tabulation on businessmen awareness of promotional tools and suitable
Season for used of tools, 2017 (N = 70)

Area	Yes	No	Winter	Summer	Autumn	Rainy
New market	30		20	10		
Old market	26	4	26			
Tuiboung market	8	2	2	4		2
Total	64	6	48	14		
Percentage	91.43%	7.57%	68.57%	20%		2.86%

Source: Computed from primary data

In the table 1.4 represent the local business awareness on used of promotional tools and also determined the suitable season for publicity of products in the rural market. There are altogether 70 numbers of respondents out of which 64 (91.43%) of respondents were understand the essentiality of promotional tools and only 6 (7.57%) of local businessmen do not aware the important of promotional tools.

It also shows that 48 (68.57%) of respondents were preferred of promoting the product during winter season, since this season is mostly fall with many festival, Christmas in particular is the best time to sale both the local and the outsiders. Out of the total, old market with 26 respondents were leading preferences in this season. The remaining new market; tuiboung market with 20 and 2 respondents were stood second and third respectively.

The above table also shows that 14 (20%) of the respondents prefer promote the product during summer and only 2 (2.86%) were preferred of promoting the products during rainy season. The discussion also represented in bar diagram as given below:

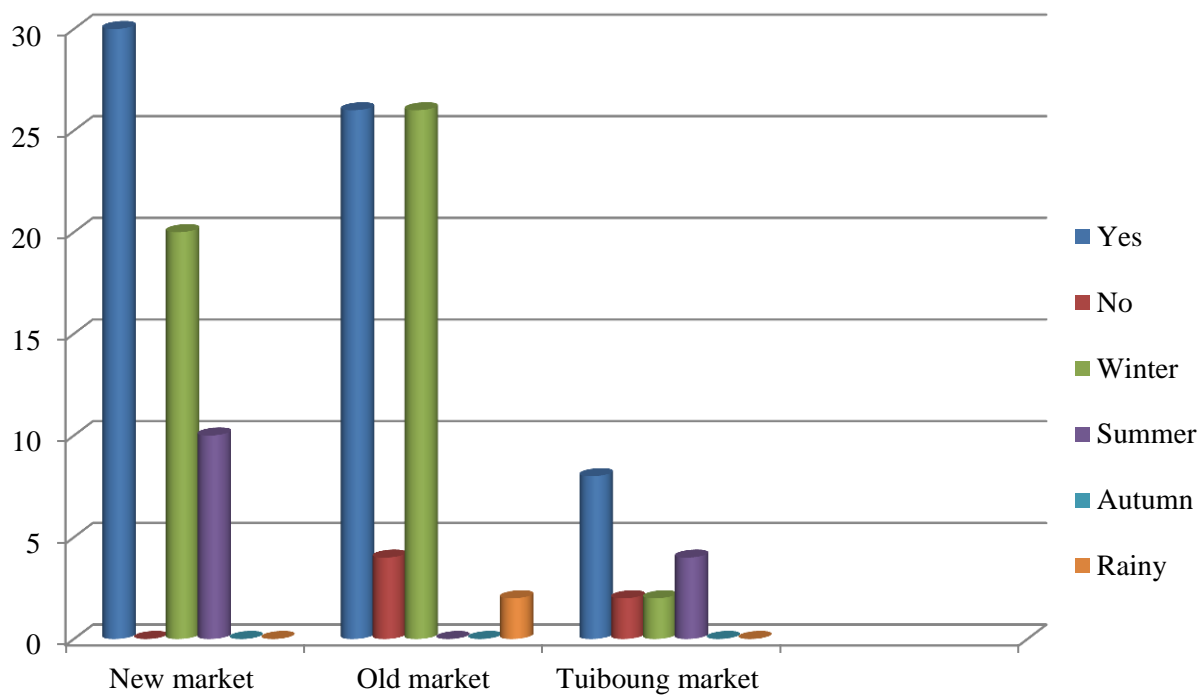


Table 1.5: Cross tabulation on study of sale benefit on promotional tools and profit making
(N = 60)

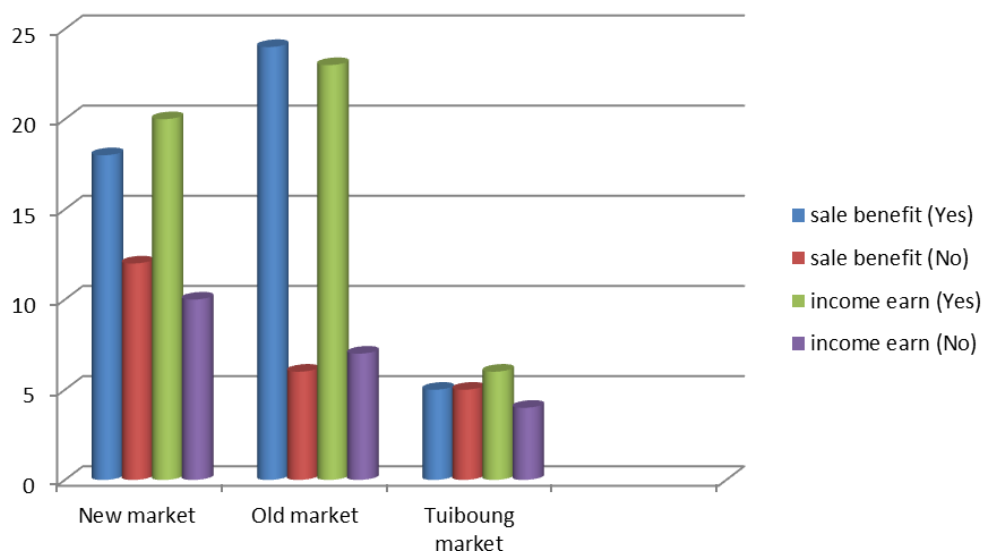
Area	Increase of sale volume on used promotional tools		Income generation on used of promotional tools	
	Yes	No	Yes	No
New market	18	12	20	10
Old market	24	6	23	7
Tuiboung market	5	5	6	4
Total	47	23	49	21
Percentage	67.14	32.86	69.5%	30.5%

Source: computed from primary data

In the above table 1.5 determine the significance use of promotional tools on up gradation of sale volume and income generation in the rural market. Out of the total 47 (67.14%) of the respondents response that used of promotional tools enhance the higher sale volume which also resulted on better share of profit. Old market with 24 numbers of respondents was leading under this category. The remaining i.e., New market and Tuiboung market with 18 and 5 numbers of respondents were stood second and third respectively.

The table also shows that 23 (32.86%) of the respondents were not encouraged used of promotional tools on promotion of sale in the market. Out of the total new market have 12 respondents which stood first under this category followed by old market and tuiboung market with 6 and 5 respondents stood second and third respectively.

There are 49 (69.5 %) respondents response they earn higher profit these are real facilitating by the proper use of promotional tools. Since publicity in many way out persuaded the customer more needs and the wants. Out of the total old market with 23 respondents highly favour on used of promotional tools on profit making process. The remaining new market and tuiboung market stood second third respectively. There are 21 (30.5%) respondents were not in support of promotional tools as the real facilitator of profit making process.



FINDINGS OF THE STUDY:

- It is found that 45 numbers of respondents are under the age group of 35-45 years, educational qualification 64 numbers of the respondents have the level of only can read and write only without proper formal education.
- Cent per cent of the businessmen have the communication problem because the respondents need to learn local language, state medium, English and Hindi essentially exist in the rural market.
- It is found that cent percent are purchases the items related with their customs and only 20 of the total were purchase of others items which means the promotional tools used for persuading the others items may not be effective.
- Television has made a great impact and large audiences has been exposed to this medium, but in the context of rural dweller since the difference communities have their own connection there may be wide negligence of one coverage to others or ignorance from one medium to other medium.
- It is found that 41 (58.53%) businessmen used direct selling which is leading promotional tools in the rural market.
- Advertising with 22 (31.43%) is the second most used promotional tools available in the rural market
- It also found that publicity with 7 (10%) were used in the local market to promote or persuaded the local or tourist in the local market.
- The analyses shows that local businessmen never sale promotion as tools to promote the business in the market.
- It's found that 40 (57.14%) of the businessmen commonly used newspaper as a mode of communicating to the customer above promoting of goods in the rural market. 20 numbers of respondents in the Old market stood first on used of newspaper followed by New market, Tuiboung market with 15 and 5 numbers of respondents stood second and third respectively.
- It also shows that 30 (42.06%) of the respondents were using local channel TV to communicated their launch of product in the market. Out of the total, 15 numbers of respondents were in used of local channel TV which stood first, followed by Old market and Tuiboung market with 15 and 5 numbers of respondents stood second and third respectively
- It's is found that 47 (67.14%) of the local businessmen response benefit on used promotional tools which enhance the higher sale volume which also resulted on better share of profit. Old market with 24 numbers of respondents was leading under this category. The remaining i.e., New market and Tuiboung market with 18 and 5 numbers of respondents were stood second and third respectively.
- The analysis also shows that 23 (32.86%) of the businessmen were not encouraged used of promotional tools on promoting the sale in the market. Out of the total new market have 12 respondents which stood first under this category followed by old market and tuiboung market with 6 and 5 respondents stood second and third respectively.
- It's also found that 49 (69.5 %) of the local businessmen response that they earn higher profit these are real facilitating by the proper use of promotional tools. Since publicity in many way out persuaded the customer more needs and the wants. Out of the total old market with 23 respondents highly favour on used of

promotional tools on profit making process. The remaining new market and tuiboung market stood second third respectively.

- Lastly but not the least 21 (30.5%) respondents response that there is no benefit on used of promotional tools in local market as customers never aware of promotional tools.

SUGGESTIONS:

- (1)As the market has unique feature of tourist hotspot. Therefore, local businessmen needs to make systematic arrangement of promotional tools
- (2)It is found that in any occasion no sale offers were given in the local market, this in turn leads lot of local customer or tourist to purchase their needs in Imphal market.
- (3)Maintaining the quality, quantity, price, packaging, is essential, avoid black marketing, hoarding, tempering and manipulating is significant concerned.

CONCLUSION:

Churachandpur district headquarter market is becoming one of the promising tourist hotspot in the hill district of Manipur. The market shows unique feature of commercial important, forest base products in particular which attract many local and non-local customers of the state. Traditional life in rural areas is still governed by customs and traditions and people do not easily adapt new practices, of the total cent percent are purchases the items related with their customs and only 20 of the total were purchase of others items which means the promotional tools used for persuading the others items may not be effective.

Media has a great impact and large audiences has been exposed to this medium, but in the context of rural dweller since the difference communities have their own connection there may be wide negligence of one coverage to others or ignorance from one medium to other medium. The respondents also share of their views beyond the discussion like seasonal demand, transportation, distribution, buying decision etc., are also major concern which influence promotional decision.

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