

Meaning of Rural Marketing Environment and the Factors/forces Affecting Rural Marketing Environment

Meaning of Rural Marketing Environment

Environment means ‘Surrounding, in which something or someone exists’ Business and its environment are very much important. They have a relationship like body and soul. Rural. Marketing environment means all those factors like demographic, economic, and political which affects the rural, marketing operations. Rural. Marketing environment is very complex and it changes continuously over a period of time when the marketing activities are done in rural areas, it is very much essential to know the conditions of the market. Rural marketing requires a thorough understanding of rural environment in which the companies have to operate to deliver their products and services. The study of the environment gives the complete pictures of threats an opportunities of the market. Marketing cannot take place in isolation and it is dynamic and it’s affected by its environment.

A successful marketing is always a customer centric and it starts from understanding the needs of the customer. It is essential for the business to study the rural marketing environment and it's all the elements in detail to know the challenges and to explore the opportunities available.

Definition of environment according to the Philip Kotler, “A company’s marketing environment consist of the internal factors and forces, which affect the company’s ability to develop and maintain successful transactions and relationships with the company’s target customers.

Internal and External Factors/Forces Affecting the Rural Environment

Environment consists of internal factors/ forces which affects the company's ability to develop and maintain good relation with the company's target customers. There are various factors also called as forces which affects the rural marketing environment. These are broadly classified into two categories. One is micro factors, second one is macro factors.

Internal/Micro factors

First one is micro also called as internal factors affecting the rural marketing. This are mostly controllable factors. It refers to those elements which influence the internal activities of organization such as money, material, machine and labour. These are all controllable factors.

External/Macro Factors

Second one is my macro, also known as external factors affecting the rural marketing environment. Different external factors affecting the rural environment are

1. Economic Factors

Economic factors is very important factor of total business environment. Economic events happening in the country as well as economic events which happens outside the country affects the economic environment. The government influences economic environment through various economic policies. There are various policies of the government like labour policy, foreign exchange policy, fiscal policy, monetary policy. Changes in this policies creates the opportunities as well as challenges for the business.

2. Political Factors

Second factor is political factors. Political environment refers to the situation created by political factors and forces. It is the net result of political system, constitutional provisions, party systems and political events which takes place in the country. Marketers should have the thorough knowledge of political factors affecting the business. The effect of changes in the political factors can be direct and fatal for the business. Political factors may be sometimes favourable for the business and sometimes not favourable for the business. It sometimes creates opportunities as well as challenges for the business, so it is very much important for the business to study all the political factors affecting the business environment.

3. Technological Factors

Technological factors. Now what do you mean by technology? Technology is nothing but the technique or the methods used in the production of goods or any other business activity. Technology does not remain same over a period of time. It goes on. Changing. Technological changes are nowadays very fast and businessmen should adapt to changing technology in the business. Technology affects the production costs, competitive position in the market and it improves the quality of the production. It offers various advantages for the business. Nowadays business cannot survive in the market if it does not adopt the new technology, so the technological advancement is very much crucial for the survival and the growth of the business.

4. Social-Cultural Factors

Now social-cultural factors also affects the rural, marketing environment. Social-cultural factors affects consumers taste and their preferences. People are not going to buy everything that is produced in the market. They are going to buy only those products which suits to that social and cultural norms their values, their traditions and their habits. So it is very much essential for the businessman to know this factors. Knowledge of these factors helps marketers to design their product mix and promotional program.

5. Demographic Factors

Demography is a study of various details such as size of the population, literacy rate, standard of living of people, etc. Nowadays slowly, slowly, in rural areas literacy rate is increasing. Standard of living of the people is also increasing. High standard of living creates an better opportunities for the business. Changes in the taste, fashions creates demand for new varieties of goods. Peoples tastes and preferences changes over a period of time. A markerketer should study all the demographic factors to get an idea about number and type of people to be served as customers.

6. Ecological or Natural Factors

This is uncontrollable factors. Natural factors are uncontrollable and includes geographical factors such as weather and climatic conditions, growing, population, deforestation, uncontrolled industrial growth and urbanization, construction of dams, irrigational facilities are some of the factors influencing the ecological environment .Protection of ecological environment is the

responsibility of all the citizens, including the corporate sector. Pollution is the price that we pay for the industrial growth. The company should try to reduce the pollution and should try to maintain the ecological balance.

7. Legal Factors

Legal factors are nothing but the various laws, rules, procedures, regulations made by the government and this affects the business. Businessman cannot do whatever they want to do. They has to function within the regulatory framework. Laws and regulations are made for the protection and preservation of ecological balance. The rural marketers should consider various regulatory factors before deciding the strategies for rural Market .In his topic, we have covered meaning of rural marketing environment and various factors or forces affecting the rural, marketing environment. This are the books that you can refer.