**Rural Marketing**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. Pricing plays an important role in Rural Markets how does a company selling agro inputs as fertilizers and seeds plan their pricing strategy.**

**Answer:**

**Introduction:**

Pricing is a critical factor in rural markets, especially for agro-input companies selling fertilizers and seeds. Rural consumers are highly price-sensitive, influenced by factors such as seasonal income, government subsidies, and competitor pricing. A well-planned pricing strategy ensures affordability while maintaining profitability. Companies must consider cost-plus pricing, value-based pricing, and penetration pricing to attract farmers. Government policies, weather conditions, and credit availability also impact pricing decisions. For example, offering bulk discounts or flexible payment options can increase adoption. Additionally, companies must balance affordability with product quality to build long-term trust. Understanding rural purchasing behavior, competition, and market demand helps optimize pricing, ensuring accessibility while sustaining business growth in the highly competitive agro-input industry.

**This is partially solved sample answer**

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**2. Mr Sharma of Universal corporation wants to grow sales in the southern rural markets of India for a regional brand of Edible oils, what steps he should follow to increase the Brand Equity and increase market share.**

**Answer:**

**Introduction:**

Expanding sales in southern rural markets for a regional edible oil brand requires a strategic approach to brand equity and market share growth. Mr. Sharma must focus on awareness, trust, and accessibility to build a strong rural presence. Key steps include localized marketing campaigns, leveraging regional preferences, and engaging in community-based promotions. Affordable pricing, quality assurance, and distribution expansion are crucial for market penetration. Collaborating with local retailers, farmer cooperatives, and self-help groups can enhance visibility. Digital marketing, vernacular advertising, and participation in rural fairs will strengthen brand recall. Offering trial packs and promotional discounts can drive adoption. By understanding rural consumer behavior and optimizing supply chains, Universal Corporation can establish dominance in the southern rural edible oil market.

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**3. Case study - Famous Garments**

**The company has been manufacturing and selling ladies and children garments for past two decades in rural markets, the sales are steady and the Brand is popular, however in the past two years the company is observing that there is a shift from its brand and sales are stagnant, the reasons analyzed are that the company does not rate and rank the garments as per different segments in the market and follows a pan India mass marketing strategy, the result is sales in certain regions are good and sales in some slow.**

**a. How does the company segment the markets for garments keeping in mind the Pan India approach?**

**Answer:**

**Introduction:**

Famous Garments needs to refine its market segmentation strategy to address stagnant sales and regional disparities. A Pan-India mass marketing approach may not cater to diverse consumer preferences across regions. By segmenting the market based on demographics (age, income, gender), geography (urban vs. rural), psychographics (lifestyle, fashion preferences), and price sensitivity, the company can better align its offerings with customer needs. This approach will enable targeted marketing, improved product positioning, and optimized distribution, ultimately boosting sales and brand loyalty.

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**b. What factors they should keep in mind in the segmentation process?**

**Answer:**

**Introduction:**

To overcome stagnant sales and improve market penetration, Famous Garments must adopt an effective segmentation strategy tailored to diverse consumer needs across India. The company should consider demographic factors such as age, gender, income levels, and occupation, ensuring product relevance for various customer groups. Geographic segmentation is crucial, differentiating strategies for northern, southern, eastern, and western markets based on climate, cultural preferences, and purchasing behavior. Psychographic factors like lifestyle, fashion consciousness, and brand perception play a key role. Additionally, behavioral segmentation, including shopping habits, brand loyalty, and seasonal demand, will help refine product offerings. Pricing sensitivity and regional competition must also be analyzed. A well-defined segmentation approach will enable targeted marketing, improving sales and strengthening brand equity.

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