

RURAL MARKETING RESEARCH



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Rural Market Research

- ▶ The systematic design , collection, analysis and reporting of data and findings relevant to a specific marketing situation facing by the company in rural market.
- ▶ “The systematic planning, gathering, recording and analyzing data about problems related to marketing of goods and services.”

-American Marketing Association.

Rural Market Research Process

- ▶ Marketing research involves a sequence of steps-
- ▶ Step-I Defining a research problem
- ▶ Step-II Finalizing a research design
- ▶ Step-III Developing a research hypothesis
- ▶ Step-IV Planning the research methodology
- ▶ Step-V Data collection
- ▶ Step-V Data analysis
- ▶ Step-VI Conclusion and Recommendations

Types of Rural Studies

- ▶ Quantitative studies
 - Since penetration and consumption of most products are low, the market is under development, hence quantitative studies cannot be done for most products
- ▶ Qualitative studies
 - 4As of Rural marketing – Acceptability, Affordability, Awareness and Availability
 - U &A (Usage & Attitudes) or KAP (Knowledge, Attitude and Practices)
 - Feasibility
 - Mapping distribution, promotion and communication channels

4 A's of Rural Marketing

- » Availability
- » Affordability
- » Acceptability
- » Awareness



Sources & Method of Data Collection

Sources

- ▶ Ensuring the support of opinion leader
- ▶ Behaving in a manner to be liked by rural people
- ▶ Being at right places:
 - Village Chou pal
 - Retail outlet
 - Fairs
 - Huts

Sources & Method of Data Collection

Methods

- ▶ Secondary Data –
 - Census , Central Bureau of Statistics, VDC, DDC, World Bank, ADB, Helvetas etc

- ▶ Primary data
 - In-depth interview,
 - focus group discussion,
 - social research ,
 - Questionnaire,
 - Sampling

Primary Data

- ▶ **PRA(Participative Rural Appraisal) technique**
 - Is a set of approaches and methods to enable rural people to share, enhance and analyze their knowledge of life and conditions, to plan and to act.
- ▶ **PRA Tools**
 - Social mapping : capture house location/ caste distribution
 - Resource mapping : availability of resources
 - Seasonality diagram : information on the basis of seasons
 - Venn diagrams : to identify various issues with relative importance

Advantages of PRA & FGD

PRA(Participative Rural Appraisal)	FGD(Focused Group Discussion)
Large and Heterogeneous	Small and Homogeneous
All people participate in Verbal & Non Verbal ways	Spokespersons Dominant the discussion in Verbal form.
Attitude and Behavioral oriented.	Action oriented
Spot analysis by Participant	Analysis done by Moderator

Research Tools for Rural Market

- ▶ **Semiotic Analysis** -appropriate colors, signs and symbols to avoid inappropriate ones. Helps advertising agencies in promotion mix
- ▶ **Customer I.Q** -quality, satisfaction and loyalty which provides information about brand equity
- ▶ **Advanced Tracking Program (ATP)** -tracking brand health and brand equity to analyze different brands performance

Urban VS Rural Market Research

ASPECT	URBAN	RURAL
Respondents	Literate, brand aware, individuals respond individually	Semiliterate or illiterate, brand unaware. Difficult to get individual responses. Generally group responses
Time	Willing to respond. Have time pressures. Spares little time for researchers	Hesitant. But devotes time.

Urban VS Rural market contd..

Accessibility	Easy to access, though many suffer from research fatigue	Tough to access, Geographical barriers. Do not speak easy to outsiders
Secondary data source	Internal data, syndicate research, publish media. Many sources and large data	Less number of all categories
Primary data sources	Large number of middle men, experts, sales force, consumers, opinion leaders	Less number of all categories

Do's and Don'ts in rural market research

- ✓ Wears simple clothes
- ✓ Familiar with local language or accompany a known person
- ✓ Spent time with villagers even though it is not needed to his research
- ✓ Purpose and its benefits to villagers should be explained in order to get correct data's.
- ✓ Issues sensitive to respondents should be carefully handled
- ✓ Male researchers should approach a woman through her husband or guardian of the woman.
- ✓ Avoid one- to-one interact as they gather as crowd.
- ✓ Researcher always carry food, water and first aid kit to avoid health problems

Limitations & challenges in Rural Marketing Research

- ▶ Nature of Rural Market
- ▶ Scarcity of Rural Marketing Research Budget
- ▶ Lack of Uniformity in Secondary Data
- ▶ Accessibility
- ▶ Lack of Facilities in Rural Areas
- ▶ Comprehension of Research Tools
- ▶ Sensitivity of Rural People

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