

OPPORTUNITIES AND PROBLEMS PREVAILING IN THE RURAL MARKETS FOR DURABLES IN PUDUCHERRY REGION

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INTRODUCTION :

Rural Marketing plays a vital role in the growth and development of our country. The growth of GDP per capita of India for the financial year 2011 is around 15 Percent¹. Rural marketing includes dealing of both agricultural and non- agricultural goods. Now Rural Marketers are highly concentrating on non- agricultural goods like fast moving Consumer goods (FMCGs), and consumers durables. Consumer durable are already among the fastest growing industry segments over the past year². They are getting ready with new product across categories in order to attract the rural customers as well as urban customers. However lot of opportunities for rural marketers to reach the rural peoples and also some challenges faced by them. This paper have an attempt to know the opportunities and Problems faced by the rural markets for durables in Puducherry region.

OBJECTIVE OF THE STUDY:

To identify the opportunities and problems faced by rural markets for durables in Puducherry region.

DURABLE MARKET :

Durability consists of durable goods, semi - durable and non – durable goods. Durable goods have long life span (eg. Consumer electronics, furniture, Kitchenware's etc.,) Whereas, semi and non-durable goods have limited life span. (eg: Cloth, footwear, Batteries). Consumer durable market include consumer electronics like LCD, LED television, Washing Machine, Micro woven and Air Conditioners).³

Consumer durable have a fastest growth during 2010 – 2011. Consumer durable players such as Whirlpool, TTK Prestige, Bajaj Electronics, L.G., Panasonic, TCL and

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Sony Industries are have lined up new product offering. the players are launching different types of durables products to enter the rural market. They are providing easier financial options for rural people as well as urban consumers to boost their sales. According to Mr. B.A. Srinivasan Director, Viveks Ltd., a leading durable retail chain in south: “ Consumers have better offers than last year in terms of extended installment period and lower down payment requirement on finance schemes across brands ⁴. Dealers of consumer durables are getting more attractive incentives to drive sales to rural consumers. (eg.,) Bajaj electronics offers discounts in the range of Rs. 1000 to 2500 on Micro woven . The rural consumer are having several options to choose the consumer durables easily. Therefore multinational and Indian Companies are having a respectable share in the consumer durable market.

DURABLE MARKET IN PUDUCHERRY :

The Union Territory of Puducherry in spread in four different regions namely: Puducherry, Karaikal, Mahe and Yanam. This study is focused on Puducherry region only. In recent past, Puducherry have faced a tremendous change in the part of buying pattern of consumer behaviour.. Therefore, Puducherry region is having large number of consumer durable dealers. They open several shops in this region and offering all varieties of durable products to their consumers. In Puducherry region is small in area, the rural consumers buy their durable products easily by travelling ten to fifteen Kilometres to reach Puducherry town. Another's important factor is per capita income in the region is considerably high compared to neighbouring states. These are very vital factors for the rural Marketers for durable in Puducherry region.

OPPORTUNITIES FOR RURAL MARKETERS:

The rural Market offers a vast potential, it should be recognised by marketers to operate in the rural areas. In Puducherry, rural area is very smaller area when compared to neighbouring states TamilNadu. But Puducherry is surrounded by rural areas of Tamilnadu, those peoples are make their durable products purchases mostly in this Puducherry region. they also getting high amount of tax concession , free door delivery and better after sales service to their purchase. There are opportunities for rural marketers in the region.

The General opportunities for Consumers durable in Puducherry are

- Dealers of Consumers durables offering various financial options with lower down – payment for their durables. This scheme are inspired by rural as well as urban consumers for their purchases under the scheme.

- In Puducherry, per capita income of people is increased at Rs. 98,719 in 2010 – 11 and having a growth of 11.9 percent⁵. This increased income of Individuals has opportunities for marketers to sell their durables in this region.
- The literacy rate of Puducherry region accounts 86.15 % from among rural literacy rate is 79.35 percent⁶, the rural consumers are also highly educated. So the marketers can easily penetrate their products to the rural consumers because of easily adaptability due to basic education.
- According to 2011, census of India, population of Puducherry district itself accounts 9,46,600 peoples. Due to increase in population in this region having a huge amount of opportunity for the marketers. Another important factor is the neighbour states peoples also interested in coming to puducherry for their purchase of durable goods.
- Puducherry region is having a good infrastructure facility, available throughout this region. Unemployment problem is lesser when compared to other states. So, the poverty level is very much reduced in Puducherry there are opportunities for their rural marketers to enter the rural areas.
- Consumer's durable products shops are more in Puducherry region and are doing huge promotion strategies to inspire their customers. This will influence the rural customers to come forward to buy all varieties of durable products in an easiest way in Puducherry. Therefore, the rural markets are having huge opportunities for their market in Puducherry region.

PROBLEMS PREVAILING IN RURAL MARKETS:

The General problem identifies in rural customers in India are (i) Poor infrastructure, (ii) Non availability of big shops, (iii) High poverty, (iv) Poor literacy, (v) Less purchasing power, (vi) Unemployment, (vii) Poor media penetration⁷. These problems are not identifies in Puducherry region, because the region is Union Territory and having direct control over the Central government. All kinds of facilities are easily available to this region.

In Puducherry, the problems are limited. As for as, infrastructure facilities like electricity, water, roads, Telecommunication, etc., are available in most of the rural area. The literacy rate is high, and reduced unemployment problem of rural people to a greater extend. So the poverty is ellivated with increased purchasing power in Puducherry region.

Major problem identifies in this region is target market of rural people are very smaller in size (thirty percent), when compared to urban market (seventy percent). Hence the patronage given by the rural customers may not sufficient, enough to fulfil the turnover expected by retailers. Another problems observed that non – availability of big shops in rural

areas is due to lesser distances, the marketers are not interested to open the shops in rural areas of Puducherry.

CONCLUSION :

Consumer durable market is fastest growing market in India. Rural marketing accounts huge share in the consumer durable market and having opportunities to penetrate the market throughout India. In Puducherry concerned opportunities are more due to several factors like regular income, Change in life style, Continuous demand in residential house, easier payment scheme, improved technology products resulted in enhanced demand for durable is Puducherry region. Whereas problems in this region is very limited due to all the facilities are available in this region.

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