

Paper No: PU-SOM - 20

Rural Marketing: Challenges and Opportunities

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Abstract

Many research papers and books pointed out that business opportunities are there at the bottom of the pyramid (BoP). This is true that rural income is neither stable nor high. In this landscape, selling products to the majority of poor people, with little or no access to electricity, is a huge challenge. Today rural marketing goes beyond what is typically taught in business schools. It extends beyond the traditional marketing activity of a large organization and pushes the envelope of what is the tried and true go-to-market marketing practices.

Keywords:

Service scape, Student choice, Higher education, and marketing.

Publication Details:

Journal Name	Vol.	Month & Year	Page No.	Publisher	Scimago Ranking
Paradigm	25(1)	April, 2021	NA	Sage Publishers	not yet assigned