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## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>MARKETING PRACTICES OF SELECT RURAL INDUSTRIES IN SPSR NELLORE DISTRICT</b> <i>Y. SRINIVASULU, Dr. K. RAJAIAH &amp; P. R. SIVASANKAR</i>	1
2.	<b>AN EMPIRICAL STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING</b> <i>D. CHARUMATHI &amp; Dr. S. SHEELA RANI</i>	9
3.	<b>EXPLORING THE STRATEGIES OF INDIAN RURAL NEWSPAPER DURING THE DIGITAL ERA</b> <i>HEZEKIAH &amp; Dr. LALITHA RAMAKRISHNAN</i>	12
4.	<b>A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON THE CAR CONSUMERS - WITH SPECIAL REFERENCE TO ERODE DISTRICT, TAMIL NADU</b> <i>S. ARUN PRASAD &amp; Dr. S. CHANDRAMOHAN</i>	15
5.	<b>EFFECTIVENESS OF VALUE ADDED SERVICE IN PUBLIC SECTOR BANKS - A FACTOR ANALYSIS</b> <i>M. SURESH KUMAR &amp; Dr. G. SURESH</i>	19
6.	<b>CHALLENGES FACED BY WOMEN IN INTERNATIONAL CAREER</b> <i>Dr. A. JOHN PETER &amp; S. VIDHIYA LAKSHMI</i>	25
7.	<b>EMPOWERING WOMEN IN KERALA: ROLE OF MICRO FINANCE INSTITUTIONS</b> <i>Dr. JOSEPH SEBASTIAN THEKEDAM &amp; NIMMI C R</i>	31
8.	<b>LEGISLATIVE ROLE OF IRDA IN PROMOTING AND REGULATING AN ORDERLY GROWTH OF LIFE INSURANCE BUSINESS IN INDIA</b> <i>RAVI KUMAR GABA &amp; Dr. ANGRISH KUMAR AGARWAL</i>	34
9.	<b>ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND THE USAGE OF SELECT DURABLE COMMODITIES BY "LOW-LITERATE" PEOPLE USING MULTIPLE RESPONSE SET</b> <i>MALAY BHATTACHARJEE &amp; Dr. GAUTAM BANDYOPADHYAY</i>	38
10.	<b>EXPLORING THE RELATIONSHIP BETWEEN STORE IMAGE AND STORE LOYALTY OF AN ORGANIZED GROCERY RETAIL</b> <i>ISHFAQ HUSSAIN BHAT &amp; Dr. SAPNA SINGH</i>	44
11.	<b>REFLECTIONS OF INDIAN TOURISM SECTOR IN REFERENCE TO WORLD TOURISM</b> <i>AMIT DANGI &amp; Dr. VIJAY SINGH</i>	47
12.	<b>DIGITISATION IN INDIA A ROAD AHEAD</b> <i>TAJINDER KAUR</i>	50
13.	<b>TQM INFLUENCE ON QUALITY PERFORMANCE AT WORKING IRON AND STEEL FIRMS OF KARNATAKA</b> <i>K C PRASHANTH</i>	52
14.	<b>A STUDY ON CONTRIBUTION OF TOURISM AND HOSPITALITY INDUSTRY TO THE ECONOMIC GROWTH OF KERALA</b> <i>SINU.M</i>	58
15.	<b>SUPER EFFICIENCY ANALYSIS OF CO-OPERATIVE SUGAR MILLS IN TAMILNADU</b> <i>DR. K.UMA DEVI</i>	62
16.	<b>DEMONETIZATION: 'ILLUSION OR REALITY'</b> <i>MADHU SAITYA</i>	68
17.	<b>DISCLOSURE OF INTANGIBLE ASSETS IN INDIAN CORPORATE SECTOR: A CRITICAL APPRAISAL (INFORMATION SECTOR)</b> <i>KARAMJEET KAUR &amp; Dr. HARSH VINEET KAUR</i>	71
18.	<b>INFLUENCE OF MONITORING AND EVALUATION PRACTICES ON PROJECT PERFORMANCE IN COUNTIES: THE CASE OF MOMBASA COUNTY, KENYA</b> <i>MAALIM, MOHAMED ABDI &amp; JOHN BOSCO KISIMBII</i>	77
19.	<b>HOW THE DEMONETIZATION IMPACTED STOCK INDICES IN INDIA?</b> <i>Dr. ASIF PERVEZ &amp; AHMED MUSA KHAN</i>	90
20.	<b>DEVELOPING A FRAMEWORK FOR EMPLOYABILITY SKILLS OF MANAGEMENT GRADUATES</b> <i>SAVILENE JULIA GOMEZ &amp; Dr. A. JOHN PETER</i>	93
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	98

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**MARKETING PRACTICES OF SELECT RURAL INDUSTRIES IN SPSR NELLORE DISTRICT**

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**ABSTRACT**

*Rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the non-agricultural workers from rural to urban areas. Number of strategies like product, price, promotion, distribution, marketing and sales strategies can help various organizations to capture large market share of rural India. However, it is not that easy to operate in rural market because of several problems such as underdeveloped people and underdeveloped markets, Inadequate Media coverage for rural communication, Multi language and Dialects, Traditional Values, Lack of proper physical communication facilities. But every problem has its solution. So, the problems of rural marketing can be solved by improving infrastructure, transportation, communication, warehousing and packing facilities. The paper includes method of selling of products, marketing planning, marketing objectives, selection of the products, Nature of competition, furnish details of customers, area wise sales, sales promotion, products require packaging, strategy of pricing method, distribution channels, goods transportation, promote of products and production sample units in Nellore district.*

**KEYWORDS**

selling methods, products require packaging.

**INTRODUCTION**

In the context of development of a nation then the most important thing is to contribute in development of industrialization, which is very large area to develop the existing product and new product in the market with the help of branding techniques. The rural industries have a very big role in development of Indian industry and Indian economy. Rural Industries generally use power driven machine and also apply modern methods of production, engage labour on wage produce for expanded market, wherever cottage industry gives the new way in the context of employment for poor people and growth of the rural industry. Such industries can be managed with little resources and in terms of result provide much better results.

**OBJECTIVES**

1. To examine the methods of selling the products of the selected Rural Industries in Nellore district.
2. To examine the various channels of marketing the products of select Rural Industries in Nellore district.

**METHODOLOGY**

SPSR Nellore District is purposively selected for the study because of the proximity and familiarity of the researcher. The primary data covering all the aspects of rural industries units in accordance with the objectives of the study are collected through personal interviews with the entrepreneurs and managers of the sample units with the help of a schedule, which is to be specially designed for the study.

**SAMPLING**

Primary data will be collected from the Rural Industries in SPSR Nellore district. A sample of (3202 Rural Industries in 2015-16) 10 per cent will be drawn at random covering all categories of Rural Industrial artisans belonging to different groups and different product lines. In selecting the sample enterprises, the researchers will be used a sample technique known as "Stratified Random Sampling with proportional allocation".

Table 1 shows that 55 (17.19 per cent) of the rural industrial units sell personally, 46 (14.38 per cent) units are through mediators, 35 (10.94 per cent) through foreign agencies, 38 (11.88 per cent) through whole sellers, 30 (9.38 per cent) each through retailers and franchising units, 33 (10.31 per cent) through commission agents, 24 (7.50 per cent) through brokers and 29 (9.06 per cent) through others. The leather and leather footwear units highest with 20 and chemical based units lowest with 2 in sell personally. The Food and agro based units highest with 7 and mineral and textile based units lowest with 2 each sell through mediators. The plastic and rubber units highest with 6 and paper board units lowest with 0, the textile based and forest based units 3 each sell through franchising (out of 30). In Engineering based units out of 34, 6 (17.65 per cent) each are personally and commission agents sell products, 3 (8.82 per cent) each through mediators and retailers, 9 (26.47 per cent) through wholesalers and 5 (14.71 per cent) through foreign agencies sell the products.

TABLE 1: CATEGORY - WISE METHODS OF SELLING THE PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Methods of selling the products									Total
		1	2	3	4	5	6	7	8	9	
1	Textile based units	10 (26.32)	02 (5.26)	03 (7.89)	03 (7.89)	03 (7.89)	05 (13.16)	03 (7.89)	04 (10.53)	05 (13.16)	38 (100)
2	Forest based units	08 (20.00)	03 (7.50)	06 (15.00)	03 (7.50)	00 (0.00)	00 (0.00)	09 (22.50)	08 (20.00)	03 (7.50)	40 (100)
3	Mineral based units	05 (19.23)	02 (7.69)	00 (0.00)	07 (26.92)	06 (23.08)	00 (0.00)	03 (11.54)	03 (11.54)	00 (0.00)	26 (100)
4	Leather and footwear units	20 (50.00)	04 (10.00)	02 (5.00)	00 (0.00)	04 (10.00)	06 (15.00)	00 (0.00)	04 (10.00)	00 (0.00)	40 (100)
5	Food and agro based units	00 (0.00)	07 (25.00)	02 (7.14)	02 (7.14)	07 (25.00)	02 (7.14)	03 (10.71)	00 (0.00)	05 (17.86)	28 (100)
6	Engineering based units	06 (17.65)	03 (8.82)	05 (14.71)	09 (26.47)	03 (8.82)	02 (5.88)	06 (17.65)	00 (0.00)	00 (0.00)	34 (100)
7	Chemical based industrial units	02 (8.33)	06 (25.00)	07 (29.17)	02 (8.33)	00 (0.00)	03 (12.50)	00 (0.00)	00 (0.00)	04 (16.67)	24 (100)
8	Building material units	02 (9.09)	04 (18.18)	02 (9.09)	03 (13.64)	00 (0.00)	03 (13.64)	00 (0.00)	03 (13.64)	05 (22.73)	22 (100)
9	Electronics units	00 (0.00)	05 (33.33)	02 (13.33)	00 (0.00)	00 (0.00)	03 (20.00)	03 (20.00)	02 (13.33)	00 (0.00)	15 (100)
10	Plastic and rubber units	00 (0.00)	03 (20.00)	02 (13.33)	02 (13.33)	02 (13.33)	03 (20.00)	03 (20.00)	00 (0.00)	00 (0.00)	15 (100)
11	Paper board units	00 (0.00)	00 (0.00)	00 (0.00)	03 (21.43)	05 (35.71)	00 (0.00)	00 (0.00)	00 (0.00)	06 (42.86)	14 (100)
12	Printing units	02 (15.38)	04 (30.77)	00 (0.00)	04 (30.77)	00 (0.00)	00 (0.00)	03 (23.08)	00 (0.00)	00 (0.00)	13 (100)
13	Miscellaneous units	00 (0.00)	03 (27.27)	04 (36.36)	00 (0.00)	00 (0.00)	03 (27.27)	00 (0.00)	00 (0.00)	01 (9.09)	11 (100)
<b>Total</b>		55 (17.19)	46 (14.38)	35 (10.94)	38 (11.88)	30 (9.38)	30 (9.38)	33 (10.31)	24 (7.50)	29 (9.06)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

1. Personal selling, 2. Through Mediators, 3. Foreign Agencies, 4. Wholesalers, 5. Retailers, 6. Franchising, 7. Commission agent, 8. Brokers and 9. Others. Marketing planning of the sample units is shown in table 2. It indicates that out of 320 rural industrial units, 119 (37.19 per cent), have developed annual marketing planning, 103 (32.19 per cent) have more than one year plan and 98 (30.63 per cent) do not prepare any kind of marketing planning in this regard. The leather and footwear units rank highest with 17 (42.50 per cent) and the miscellaneous units rank lowest with 1 (9.09 per cent) as per more than one year marketing planning, the textile based units highest with 14 (36.84 per cent) and miscellaneous units rank lowest with 1 (9.09 per cent) as per no marketing planning and the forest based units rank highest with 21 (52.50 per cent) and the paper and printing units lowest with 6 (46.15 per cent) have developing annual marketing planning. Out of the total number of 320 rural industrial units in Nellore district, 38 are in textile based industries, and out of those 38 textile based industries 14 (36.84 per cent) have no marketing planning, 11 (28.95 per cent) have developed annual marketing planning, and 13 (34.21 per cent) have plan for more than one year. Out of 320 rural industrial units in Nellore district, miscellaneous units are the lowest with 11 only. Out of 11 miscellaneous units, 1 (9.09 per cent) have no marketing planning, 9 (81.82 per cent) have plan for more than one year and 1 (9.09 per cent) have developed annual market planning.

TABLE 2: CATEGORY - WISE FORMAL MARKETING PLANNING OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Formal marketing planning			Total
		No marketing planning	Developing annual marketing planning	Developing plans for more than one year	
1	Textile based units	14 (36.84)	11 (28.95)	13 (34.21)	38 (100)
2	Forest based units	11 (27.50)	21 (52.50)	08 (20.00)	40 (100)
3	Mineral based units	10 (38.46)	06 (23.08)	10 (38.46)	26 (100)
4	Leather and footwear units	09 (22.50)	14 (35.00)	17 (42.50)	40 (100)
5	Food and agro based units	08 (28.57)	08 (28.57)	12 (42.86)	28 (100)
6	Engineering based units	12 (35.29)	12 (35.29)	10 (29.41)	34 (100)
7	Chemical based industrial units	06 (25.00)	05 (20.83)	13 (54.17)	24 (100)
8	Building material units	08 (36.36)	10 (45.45)	04 (18.18)	22 (100)
9	Electronics units	05 (33.33)	07 (46.67)	03 (20.00)	15 (100)
10	Plastic and rubber units	05 (33.33)	10 (66.67)	00 (0.00)	15 (100)
11	Paper board units	03 (21.43)	00 (0.00)	11 (78.57)	14 (100)
12	Printing units	06 (46.15)	06 (46.15)	01 (7.69)	13 (100)
13	Miscellaneous units	01 (9.09)	09 (81.82)	01 (9.09)	11 (100)
<b>Total</b>		98 (30.63)	119 (37.19)	103 (32.19)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

The nature of competition faced by the sample rural industrial units under study is presented in table 3. It reveals that 112 (35 per cent) units are facing heavy competition, 125 (39.06 per cent) units are facing moderate competition and 83 (25.94 per cent) units are facing low competition. The Leather and footwear units among the sample rank

highest with 23 (57.50 per cent) and the building material units rank lowest with 2 (9.09 per cent) under the units facing heavy competition, the Paper board units rank highest with 34.29 per cent and the forest based units rank lowest with 25 per cent under units with moderate competition. The Mineral based units rank highest with 46.15 per cent and plastic and rubber units lowest with 13.33 per cent under units with low competition. It can be concluded that the sample industrial units in the district on the whole face moderate competition.

**TABLE 3: CATEGORY - WISE NATURE OF COMPETITION PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT**

S. No	Industrial Category	Nature of competition product			Total
		Heavy competition	Moderate competition	Low competition	
1	Textile based units	11 (28.95)	17 (44.74)	10 (26.32)	38 (100)
2	Forest based units	20 (50.00)	10 (25.00)	10 (25.00)	40 (100)
3	Mineral based units	05 (19.23)	09 (34.62)	12 (46.15)	26 (100)
4	Leather and footwear units	23 (57.50)	11 (27.50)	06 (15.00)	40 (100)
5	Food and agro based units	12 (42.86)	07 (25.00)	09 (32.14)	28 (100)
6	Engineering based units	10 (29.41)	15 (44.12)	09 (26.47)	34 (100)
7	Chemical based industrial units	05 (20.83)	12 (50.00)	07 (29.17)	24 (100)
8	Building material units	02 (9.09)	11 (50.00)	09 (40.91)	22 (100)
9	Electronics units	07 (46.67)	05 (33.33)	03 (20.00)	15 (100)
10	Plastic and rubber units	05 (33.33)	08 (53.33)	02 (13.33)	15 (100)
11	Paper board units	05 (35.71)	09 (64.29)	00 (0.00)	14 (100)
12	Printing units	03 (23.08)	07 (53.85)	03 (23.08)	13 (100)
13	Miscellaneous units	04 (36.36)	04 (36.36)	03 (27.27)	11 (100)
<b>Total</b>		112 (35.00)	125 (39.06)	83 (25.94)	320 (100)

**Note:** Figures in parenthesis represent the percentages

**Source:** Field Survey

Category-wise product sales in different types of markets by the rural industrial units are exposed in table 4. It divulges that 96 (30 per cent) rural units are selling their products in local market, 116 (36.25 per cent) in regional markets, 65 (20.31 per cent) in national market and only 43 (13.44 per cent) in international markets. The textile based units ranked highest with 11 (28.95 per cent) and the Engineering based units lowest with 3 (8.82 per cent) under units selling in local markets. The textile based units rank highest with 19 (27.66 per cent) and the Building material units lowest with 2 (9.09 per cent) under units selling their products regional. The leather and footwear units ranks highest with 15 (37.50 per cent) and chemical based industrial units lowest with 2 (8.33 per cent) under units selling in national markets. The engineering based units rank highest with 8 (23.53 per cent) and textile based units lowest with 2 (5.26 per cent) under units selling their products international level.

**TABLE 4: CATEGORY - WISE AREA SALES OF SAMPLE UNITS IN SPSR NELLORE DISTRICT**

S. No	Industrial Category	Area wise Sales				Total
		Local	Regional	National	International	
1	Textile based units	11 (28.95)	19 (50.00)	06 (15.79)	02 (5.26)	38 (100)
2	Forest based units	08 (20.00)	16 (40.00)	06 (15.00)	10 (25.00)	40 (100)
3	Mineral based units	07 (26.92)	11 (42.31)	05 (19.23)	03 (11.54)	26 (100)
4	Leather and footwear units	09 (22.50)	16 (40.00)	15 (37.50)	00 (0.00)	40 (100)
5	Food and agro based units	07 (25.00)	07 (25.00)	10 (35.71)	04 (14.29)	28 (100)
6	Engineering based units	03 (8.82)	13 (38.24)	10 (29.41)	08 (23.53)	34 (100)
7	Chemical based industrial units	07 (29.17)	13 (54.17)	02 (8.33)	02 (8.33)	24 (100)
8	Building material units	10 (45.45)	02 (9.09)	05 (22.73)	05 (22.73)	22 (100)
9	Electronics units	06 (40.00)	05 (33.33)	02 (13.33)	02 (13.33)	15 (100)
10	Plastic and rubber units	07 (46.67)	05 (33.33)	00 (0.00)	03 (20.00)	15 (100)
11	Paper board units	11 (78.57)	03 (21.43)	00 (0.00)	00 (0.00)	14 (100)
12	Printing units	04 (30.77)	02 (15.38)	04 (30.77)	03 (23.08)	13 (100)
13	Miscellaneous units	06 (54.55)	04 (36.36)	00 (0.00)	01 (9.09)	11 (100)
<b>Total</b>		96 (30.00)	116 (36.25)	65 (20.31)	43 (13.44)	320

**Note:** Figures in parenthesis represent the percentages

**Source:** Field Survey

Table 5 reveals the category-wise sales promotion methods adopted by rural industries in Nellore district. It could be seen from the table a gigantic portion of 52 units Newspapers, an oily contribution of food and agro based industries of 10.71 per cent, 14.71 per cent of engineering based and 21.05 per cent textile based industries respectively. Electronics based units have very good performance of 33.33 per cent. In mineral based 11.54 per cent, forest based 25 per cent, chemical based 16.67 per cent, leather and footwear units 7.50 per cent, building material units 9.09 per cent, printing based board units 21.43 per cent and printing units 23.08 per cent. Next portion occupies 47 units of wallpapers, while a greasy contribution of a gargantuan portion of engineering based units is 41.18 per cent, 22.50 per cent of leather and footwear units, 12.50 per cent of forest based, 11.54 per cent of mineral based, 10.53 per cent of textile based, 7.14 per cent of food and agro based, 20.83 per cent of chemical based and 21.43 per cent of paper board units. Next place is occupied by Outdoor advertising of 44 units with 8.82 per cent of engineering based, 10 per cent of food and agro based, 17.50 per cent of forest based, 10.53 per cent of textile based, 12.50 per cent of chemical based and a gigantic portion of mineral based units with 26.92 per cent. Sales promotion methods adopted by rural industries advertising of television are 40 units, of these units contribution of 21.43 per cent of food and agro based, 21.05 per cent of textile based, 25 per cent of forest based, 7.69 per cent of mineral based and printing based industries of 30.77 per cent are observed. Banners also as sales promotion of units are 30 and of these contributions of 36.36 per cent are miscellaneous units; remaining industrial categories are below 20 per cent. Pamphlets advertising of 32 units of these units have a contribution of 20 per cent of the chemical based, electronic based and plastic and rubber based industries.

TABLE 5: CATEGORY - WISE SALES PROMOTION METHODS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Methods of Sales promotion								Total
		1	2	3	4	5	6	7	8	
1	Textile based units	08 (21.05)	08 (21.05)	06 (15.79)	04 (10.53)	04 (10.53)	02 (5.26)	02 (5.26)	04 (10.53)	38 (100)
2	Forest based units	10 (25.00)	06 (15.00)	00 (0.00)	05 (12.50)	07 (17.50)	03 (7.50)	06 (15.00)	03 (7.50)	40 (100)
3	Mineral based units	03 (11.54)	02 (7.69)	06 (23.08)	03 (11.54)	07 (26.92)	00 (0.00)	03 (11.54)	02 (7.69)	26 (100)
4	Leather and footwear units	03 (7.50)	05 (12.50)	00 (0.00)	09 (22.50)	04 (10.00)	09 (22.50)	05 (12.50)	05 (12.50)	40 (100)
5	Food and agro based units	03 (10.71)	06 (21.43)	06 (21.43)	02 (7.14)	02 (7.14)	05 (17.86)	00 (0.00)	04 (14.29)	28 (100)
6	Engineering based units	05 (14.71)	05 (14.71)	00 (0.00)	14 (41.18)	03 (8.82)	00 (0.00)	02 (5.88)	05 (14.71)	34 (100)
7	Chemical based industrial units	04 (16.67)	00 (0.00)	03 (12.50)	05 (20.83)	03 (12.50)	02 (8.33)	05 (20.83)	02 (8.33)	24 (100)
8	Building material units	02 (9.09)	02 (9.09)	08 (36.36)	02 (9.09)	06 (27.27)	00 (0.00)	00 (0.00)	02 (9.09)	22 (100)
9	Electronics units	05 (33.33)	00 (0.00)	04 (26.67)	00 (0.00)	00 (0.00)	00 (0.00)	03 (20.00)	03 (20.00)	15 (100)
10	Plastic and rubber units	00 (0.00)	02 (13.33)	05 (33.33)	00 (0.00)	02 (13.33)	03 (20.00)	03 (20.00)	00 (0.00)	15 (100)
11	Paper board units	03 (21.43)	00 (0.00)	00 (0.00)	03 (21.43)	05 (35.71)	00 (0.00)	00 (0.00)	03 (21.43)	14 (100)
12	Printing units	03 (23.08)	04 (30.77)	03 (23.08)	00 (0.00)	01 (7.69)	02 (15.38)	00 (0.00)	00 (0.00)	13 (100)
13	Miscellaneous units	03 (27.27)	00 (0.00)	00 (0.00)	00 (0.00)	00 (0.00)	04 (36.36)	03 (27.27)	01 (9.09)	11 (100)
<b>Total</b>		52 (16.25)	40 (12.50)	41 (12.81)	47 (14.69)	44 (13.75)	30 (9.38)	32 (10.00)	34 (10.63)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

1. Newspapers, 2. Television, 3. Electronic Displays, 4. Wallpapers, 5. Outdoor advertising, 6. Banners, 7. Pamphlets and 8. Brochures.

Use of packing materials by the sample rural industrial units is shown in Table 6. It shows that 99 (30.94 per cent) sample units use polythene covers for their product packing, 112 (35 per cent) units are use paper covers, 65 (20.31 per cent) units use jute bags and 44 (13.75 per cent) units use other materials. The mineral based units' score highest 65.38 per cent and miscellaneous units are lowest score with 9.09 per cent using polythene covers. The paper board units with the highest 57.14 per cent and mineral based units lowest with 26.92 per cent use paper covers. The printing based units with the highest 38.46 per cent and chemical based units lowest with 8.33 per cent use jute bags. The Plastic and rubber units with the highest 53.33 per cent and mineral based units lowest with 5.26 per cent use other material for packing of products.

TABLE 6: CATEGORY - WISE PACKAGING OF PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Products require any packaging				Total
		Polythene Covers	Paper Covers	Jute Bags	Others	
1	Textile based units	13 (34.21)	13 (34.21)	10 (26.32)	02 (5.26)	38 (100)
2	Forest based units	06 (15.00)	17 (42.50)	11 (27.50)	06 (15.00)	40 (100)
3	Mineral based units	17 (65.38)	07 (26.92)	02 (7.69)	00 (0.00)	26 (100)
4	Leather and footwear units	07 (17.50)	20 (50.00)	10 (25.00)	03 (7.50)	40 (100)
5	Food and agro based units	07 (25.00)	05 (17.86)	06 (21.43)	10 (35.71)	28 (100)
6	Engineering based units	17 (50.00)	06 (17.65)	08 (23.53)	03 (8.82)	34 (100)
7	Chemical based industrial units	09 (37.50)	10 (41.67)	02 (8.33)	03 (12.50)	24 (100)
8	Building material units	10 (45.45)	05 (22.73)	05 (22.73)	02 (9.09)	22 (100)
9	Electronics units	06 (40.00)	06 (40.00)	00 (0.00)	03 (20.00)	15 (100)
10	Plastic and rubber units	00 (0.00)	05 (33.33)	02 (13.33)	08 (53.33)	15 (100)
11	Paper board units	03 (21.43)	08 (57.14)	00 (0.00)	03 (21.43)	14 (100)
12	Printing units	03 (23.08)	04 (30.77)	05 (38.46)	01 (7.69)	13 (100)
13	Miscellaneous units	01 (9.09)	06 (54.55)	04 (36.36)	00 (0.00)	11 (100)
<b>Total</b>		99 (30.94)	112 (35.00)	65 (20.31)	44 (13.75)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

The pricing objectives of the rural industrial units are presented in Table 7. It exposes that 48 (15 per cent) rural industrial units have for their pricing objectives market penetration, 57 units (17.81 per cent) have market skimming, 47 (14.69 per cent) current revenue maximizing, 69 (21.56 per cent) target profit, 42 (13.13 per cent) units on promotion and 57 (17.81 per cent) on no profit and no loss objective. The engineering based units registered highest with 23.53 per cent and food and agro based units lowest with 7.14 per cent in the objective of market penetration. The Plastic and rubber units which are the highest 40 and food and agro based units which are lowest with only 7.14 per cent under the market skimming. The engineering based units stand highest with 38.24 per cent and the forest based units with the lowest with 7.50 per cent in the current revenue maximizing category. The printing based units are highest with 53.85 per cent and miscellaneous units the lowest with 8.33 per cent under target profit. Of the 42 units which come under the category of promotion, the food and agro based units are highest with 25 per cent and leather and footwear units lowest with 5 per cent. The chemical based units had highest with 45.83 per cent and food and agro based units the lowest with 7.14 per cent under no profit and no loss objective. It can be concluded that the majority of the rural industries i.e., 69 (21.56 per cent) base their rising objective Target profit.

TABLE 7: CATEGORY - WISE PRICING METHODS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Strategy of pricing method						Total
		Market penetration	Market skimming	Current revenue maximizing	Target profit	Promotional	No profit No loss	
1	Textile based units	03 (7.89)	10 (26.32)	03 (7.89)	07 (18.42)	09 (23.68)	06 (15.79)	38 (100)
2	Forest based units	06 (15.00)	10 (25.00)	03 (7.50)	08 (20.00)	08 (20.00)	05 (12.50)	40 (100)
3	Mineral based units	06 (23.08)	06 (23.08)	00 (0.00)	05 (19.23)	03 (11.54)	06 (23.08)	26 (100)
4	Leather and footwear units	08 (20.00)	09 (22.50)	08 (20.00)	13 (32.50)	02 (5.00)	00 (0.00)	40 (100)
5	Food and agro based units	02 (7.14)	02 (7.14)	08 (28.57)	07 (25.00)	07 (25.00)	02 (7.14)	28 (100)
6	Engineering based units	08 (23.53)	03 (8.82)	13 (38.24)	05 (14.71)	00 (0.00)	05 (14.71)	34 (100)
7	Chemical based industrial units	06 (25.00)	00 (0.00)	03 (12.50)	02 (8.33)	02 (8.33)	11 (45.83)	24 (100)
8	Building material units	00 (0.00)	05 (22.73)	02 (9.09)	08 (36.36)	00 (0.00)	07 (31.82)	22 (100)
9	Electronics units	05 (33.33)	03 (20.00)	00 (0.00)	05 (33.33)	02 (13.33)	00 (0.00)	15 (100)
10	Plastic and rubber units	00 (0.00)	06 (40.00)	00 (0.00)	02 (13.33)	02 (13.33)	05 (33.33)	15 (100)
11	Paper board units	03 (21.43)	03 (21.43)	06 (42.86)	00 (0.00)	02 (14.29)	00 (0.00)	14 (100)
12	Printing units	01 (7.69)	00 (0.00)	00 (0.00)	07 (53.85)	02 (15.38)	03 (23.08)	13 (100)
13	Miscellaneous units	00 (0.00)	00 (0.00)	01 (9.09)	00 (0.00)	03 (27.27)	07 (63.64)	11 (100)
<b>Total</b>		48 (15.00)	57 (17.81)	47 (14.69)	69 (21.56)	42 (13.13)	57 (17.81)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Share of profit margin of the rural industrial units is shown in Table 8. It shows that 166 (51.88 per cent) sample units are satisfied with their present profit margin and 154 (48.13 per cent) units are not satisfied. Out of 38 forest based industries 22 (57.89 per cent) have been satisfied and 16 (42.11 per cent) are not satisfied. Out of 166 (51.88 per cent) satisfied units 22 are in textile based, 12 in forest based, 23 each in mineral and engineering based, 17 in leather and footwear units, 16 in food and agro based units, 12 each in chemical based, printing based and building material units and 4 in plastic and rubber units. Out of 154 (48.13 per cent) not satisfied units, 23 units are in food and agro based, 16 in textile based, 3 in mineral based units, 28 in forest based, 14 in paper board units, 12 each in chemical and food and agro based, 11 each in engineering and rubber based units, 10 in building material units and 6 in miscellaneous based units.

**TABLE 8: CATEGORY - WISE DISTRIBUTION CHANNELS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT**

S. No	Industrial Category	Present distribution channels are satisfactory		Total
		Satisfactory	Not satisfactory	
1	Textile based units	22 (57.89)	16 (42.11)	38 (100)
2	Forest based units	12 (30.00)	28 (70.00)	40 (100)
3	Mineral based units	23 (88.46)	03 (11.54)	26 (100)
4	Leather and footwear units	17 (42.50)	23 (57.50)	40 (100)
5	Food and agro based units	16 (57.14)	12 (42.86)	28 (100)
6	Engineering based units	23 (67.65)	11 (32.35)	34 (100)
7	Chemical based industrial units	12 (50.00)	12 (50.00)	24 (100)
8	Building material units	12 (54.55)	10 (45.45)	22 (100)
9	Electronics units	08 (53.33)	07 (46.67)	15 (100)
10	Plastic and rubber units	04 (26.67)	11 (73.33)	15 (100)
11	Paper board units	00 (0.00)	14 (100.00)	14 (100)
12	Printing units	12 (92.31)	01 (7.69)	13 (100)
13	Miscellaneous units	05 (45.45)	06 (54.55)	11 (100)
<b>Total</b>		166 (51.88)	154 (48.13)	320 (100)

**Note:** Figures in parenthesis represent the percentages

**Source:** Field Survey

Types of transportation being had by rural industrial units are shown in table 9. It shows that 61 (19.06 per cent) sample units have their own transport, 126 (39.38 per cent) units hired transport, 81 (25.31 per cent) sample units have transport arranged by customers and 52 (16.25 per cent) units have transportation on contract. Of the units which have their own transport, the plastic and rubber units score the highest of 46.67 per cent and the printing based units the lowest of 7.69 per cent. In using hired transport, the forest based units score the highest 72.50 per cent and the chemical units the lowest 8.33 per cent. The building material units score the highest 45.45 per cent and the forest based units lowest 7.50 per cent in using the transport arranged by customers. The mineral based units score the highest 38.46 per cent and forest based units score lowest 7.50 per cent engaging on contract. It is clear from the table that the majority of the sample units 126 (39.38 per cent) have their goods carried by hired transport.

TABLE 9: CATEGORY - WISE METHODS OF TRANSPORTATION OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Methods of transportation				Total
		Own transport	Hired transport	Transport arranged by customer	On contract	
1	Textile based units	03 (7.89)	14 (36.84)	14 (36.84)	07 (18.42)	38 (100)
2	Forest based units	05 (12.50)	29 (72.50)	03 (7.50)	03 (7.50)	40 (100)
3	Mineral based units	03 (11.54)	07 (26.92)	06 (23.08)	10 (38.46)	26 (100)
4	Leather and footwear units	09 (22.50)	11 (27.50)	16 (40.00)	04 (10.00)	40 (100)
5	Food and agro based units	10 (35.71)	08 (28.57)	05 (17.86)	05 (17.86)	28 (100)
6	Engineering based units	06 (17.65)	20 (58.82)	00 (0.00)	08 (23.53)	34 (100)
7	Chemical based industrial units	05 (20.83)	02 (8.33)	10 (41.67)	07 (29.17)	24 (100)
8	Building material units	02 (9.09)	10 (45.45)	10 (45.45)	00 (0.00)	22 (100)
9	Electronics units	05 (33.33)	05 (33.33)	05 (33.33)	00 (0.00)	15 (100)
10	Plastic and rubber units	07 (46.67)	05 (33.33)	00 (0.00)	03 (20.00)	15 (100)
11	Paper board units	02 (14.29)	06 (42.86)	06 (42.86)	00 (0.00)	14 (100)
12	Printing units	01 (7.69)	04 (30.77)	03 (23.08)	05 (38.46)	13 (100)
13	Miscellaneous units	03 (27.27)	05 (45.45)	03 (27.27)	00 (0.00)	11 (100)
<b>Total</b>		61 (19.06)	126 (39.38)	81 (25.31)	52 (16.25)	320 (100)

**Note:** Figures in parenthesis represent the percentages

**Source:** Field Survey

Type of promotional activity of sample rural industrial units is presented in Table 10. It shows that out of the total 320 units, 68 (21.25 per cent) sample units are undertaking promotional activity through advertising, 114 (35.63 per cent) units through publicity, 44 (13.75 per cent) units through free samples, 52 (16.25 per cent) units through label/branding and 42 (13.13 per cent) units through sign boards. The plastic and rubber units score the highest 53.33 per cent (out of 15) and engineering based units score the lowest 5.88 per cent (out of 34) in using advertising techniques. The leather and footwear units score the highest 57.50 per cent (out of 40 units) and paper board units score the lowest with 21.43 per cent (out of 14) in using publicity. The printing based units score highest with 30.77 per cent and engineering based units lowest with 5.88 per cent in using free samples. The paper board units with highest 42.86 per cent and forest based units with lowest 5 per cent are using label and branding. The building material units score highest with 22.73 per cent and plastic and rubber based units lowest with 6.67 per cent in using signboards. It can be concluded that the majority of the sample units i.e., 114 (35.63 per cent), (out of 320) are using publicity.

TABLE 10: CATEGORY - WISE PROMOTION METHODS OF PRODUCTS OF SAMPLE UNITS IN SPSR NELLORE DISTRICT

S. No	Industrial Category	Promote of products					Total
		Advertising	Publicity	Free samples	Label/ Branding	Sign boards	
1	Textile based units	08 (21.05)	09 (23.68)	03 (7.89)	13 (34.21)	05 (13.16)	38 (100)
2	Forest based units	10 (25.00)	13 (32.50)	07 (17.50)	02 (5.00)	08 (20.00)	40 (100)
3	Mineral based units	07 (26.92)	07 (26.92)	02 (7.69)	08 (30.77)	02 (7.69)	26 (100)
4	Leather and footwear units	03 (7.50)	23 (57.50)	07 (17.50)	04 (10.00)	03 (7.50)	40 (100)
5	Food and agro based units	12 (42.86)	07 (25.00)	03 (10.71)	02 (7.14)	04 (14.29)	28 (100)
6	Engineering based units	02 (5.88)	18 (52.94)	02 (5.88)	07 (20.59)	05 (14.71)	34 (100)
7	Chemical based industrial units	03 (12.50)	09 (37.50)	07 (29.17)	05 (20.83)	00 (0.00)	24 (100)
8	Building material units	05 (22.73)	08 (36.36)	04 (18.18)	00 (0.00)	05 (22.73)	22 (100)
9	Electronics units	04 (26.67)	06 (40.00)	02 (13.33)	00 (0.00)	03 (20.00)	15 (100)
10	Plastic and rubber units	08 (53.33)	04 (26.67)	00 (0.00)	02 (13.33)	01 (6.67)	15 (100)
11	Paper board units	03 (21.43)	03 (21.43)	00 (0.00)	06 (42.86)	02 (14.29)	14 (100)
12	Printing units	02 (15.38)	03 (23.08)	04 (30.77)	02 (15.38)	02 (15.38)	13 (100)
13	Miscellaneous units	01 (9.09)	04 (36.36)	03 (27.27)	01 (9.09)	02 (18.18)	11 (100)
<b>Total</b>		68 (21.25)	114 (35.63)	44 (13.75)	52 (16.25)	42 (13.13)	320 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

### CONCLUSION

Rural marketing have to play a vital role in the economic development of a developing country, is beyond doubt at present. An intensive effort in order to provide the basic facilities to rural consumers is the need of the hour. Indian rural marketing system should be made much more competitive by infusing competition within the country and preventing the external system equation from interfering with the local markets in the larger interests of the nation.

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