

Problems and Prospects of Rural Marketing in Bangladesh

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Abstract

The research aimed to examine the prospects of Bangladesh's rural marketplaces and identify the issues these markets are currently dealing with. Both primary and secondary data have been used for the study. Primary data has been collected using Google Forms and analysed to

achieve the research goal. The idea of rural marketing is more expansive than the idea of agricultural marketing. It encompasses the movement of commodities into and out of the country's rural areas, as well as the sale of various products produced by non-agricultural employees between rural and urban regions. Marketers have recently realized the potential of rural marketing, an emerging concept with unexplored potential as a component of any economy. This paper tries to give a concise overview of the research on marketing for remote areas and provides suggestions aimed at improving the performance of rural markets.

Keywords: Rural People, Rural Market, Rural Marketing, Problems, Prospects

1. Introduction

In recent years, the relevance of rural marketplaces has increased owing to the rise in rural customers' spending power brought on by the expansion of the economy (Kumar, 2023). The green revolution has increased manufacturing and industrial goods consumption in rural regions (Naik & Naik, 2022). The new era's market is the rural one, and salespersons must comprehend rural clients to succeed in these marketplaces (Lamani & Thimmaiah, 2022). Marketers that serve rural clients must establish relationships with them and engross themselves in demos to better apprehend the rural public (Hakhroo, 2020). In any economy, rural markets are those segments of the general market that are distinct from other markets such as the employment market, commodity marketplaces, or the equity market (Nagi & Prakash, 2019). The country or countryside's rural regions are not developed, yet country towns and minor cities will be included when big areas are mentioned. They have a low population density, and, in most cases, agriculture takes up a large portion of the area. Rural marketplaces have gained significant importance recently due to the general economic expansion, which has significantly increased the purchasing power of rural populations (Tikku, 2017). Services and goods for users, both long-lasting and not, such as agro-inputs as well as outputs, nourishment, structure, electrical, electronics, vehicles, finance, assurance, healthiness, and learning, have all seen significant growth in rural areas (Das, 2018). In the context of Bangladesh, the notion of rural marketing is vital in people's lives.

Rural marketing is a method of determining the local needs for products and services in remote marketplaces and making those needs available to rural consumers to satisfy their needs, raise their standard of living, and support organizational goals (Sneha & Hajra, 2022). Rural marketing entails a number of steps, including creating, pricing, advertising, and distributing rural-specific products and services that meet customer demand while also achieving organizational goals as expected from the target market (Patil, 2020). Reaching clients, determining their needs, supplying goods and services, and eventually ensuring customer satisfaction will result in increased sales are all aspects of rural marketing (Nadarajan & Rangith, 2018). Rural marketing involves the process of creating, evaluating, advertising, and distributing goods and services tailored to the needs and preferences of rural customers, all while achieving organizational goals (Zabiullah & Devaraju, 2017). Rural marketing refers to the promotion of a product by a corporation in the rural market, employing strategies that differ from those commonly used in the urban marketplace (Srilatha, 2016). Rural marketing denotes the activities of delivering supplies and amenities from the

inner-city sector to rural areas of the country, as well as the marketing of different products made by non-agricultural employees from rural to metropolitan areas (Jayadatta & Chaco, 2016). In reality, satisfying the needs and desires of customers is the reason for the company's existence, and for a company to fulfil its marketing objectives, it must have a thorough understanding of customer sentiments (Sivanesan, 2014). Marketing in rural areas involves both parties. The material now includes marketing items that flow to rural regions and products that flow from rural areas to urban areas (Malick & Krishnan, 2014). Rural marketing encompasses the promotion of inflows (i.e., goods or services) to local markets, as well as the promotion of outflows from these markets to other regions. (Singh, 2013). Rural marketing refers to commercial operations that facilitate the movement of commodities from metropolitan markets to rural sections of the state and the promotion of a variety of items produced by non-agricultural employees from rural to urban areas (Gulati & Swati, 2013).

Marketers have noted that rural residents are more interested in disposing of their earnings and are in a better position. In addition, the development of metropolitan markets, intense rivalry, frequent variation in the tastes and preferences of urban consumers, and short product life cycles are a few more reasons why marketers should focus on rural markets. All that is required of marketers is a thorough examination of the rural market environment and the implementation of an appropriate plan. One of the problems impeding the smooth development of large-scale marketing in Bangladesh is consumer fraud. The main types of consumer deception are misleading advertising, adulterations, miss-branding, poor sales service, poor marketing information systems, etc. (Moshiuddullah, et al., 2021). Various firms might get a sizable market share in rural areas by utilizing a diversity of techniques, such as product, pricing, promotion, distribution, publicizing, and transaction approaches. However, operating in the rural market presents a number of challenges, including warehousing issues, weak customer relationship management practices, seasonal demand, inadequate banking and credit facilities, cultural factors, branding and packaging challenges, and transportation issues, among others. The lack of organization and the presence of middlemen in the rural marketing system result in producers not receiving a fair price for their produce (Hossain *et al.*, 2017). However, each problem has a resolution. Therefore, by enhancing infrastructure, transportation, communication, storage, and packaging facilities, the problems associated with rural marketing may be resolved.

2. Literature Review

A research study aims to observe the present situation of rural marketing in India. The researcher provides insights into the pros and cons of the rural market in India. The authors assert that the potential for rural marketing and advancement in rural regions is promising, as it can contribute to the growth of rural economies and enhance the quality of life for residents (Hakhroo, 2020). According to research titled "rural marketing," it used to be a catch-all word for anyone who interacted with rural residents in some capacity. The financial upheaval in India in the years after 1990 gave the phrase a new meaning and significance. According to the prospects that rural markets in India present to marketers, the future is quite bright for those who can comprehend the subtleties of these marketplaces and take full advantage of them (Patil, 2020). Because of the vast labor, capital, and demand bases in rural markets, the

study entitled "Changing Trends in Rural Markets and Marketing in India: A Review" demonstrates that these markets have an unrealized potential to contribute to the rise of national revenue. This study examines the changing trends in rural marketing and marketplaces, considering consumer behaviour, product accessibility, governmental and private sector involvement, technological and infrastructure improvement, and economic expansion. Rural marketing has a bright future, but it also faces a number of obstacles (Raza & Khan, 2020). Another research study on "Rural Market and Marketing" revealed that the environmental revolution and regional value addition, which led to increased income, prompted marketers to focus more on rural regions. Globalization and privatization also gave rural marketing a boost. This study's main goal is to examine the body of research on rural marketing and create a structure for modifying the standard marketing assortment and its connections to rural scenarios (Das, 2018). A study on strengths, weaknesses, opportunities, and threats in rural marketing has been conducted to examine rural marketing from the perspective of marketers, looking at its strengths, weaknesses, possibilities, and dangers. According to the researcher, the marketers' internal affairs make up their strengths, which may be strengthened by individual work. The weaknesses that marketers in rural marketplaces must overcome are their own shortcomings. Marketers in rural areas have opportunities to capitalize on untapped market potential, but they also face challenges due to threats (Nadarajan & Rangith, 2018).

The market landscape in rural regions is rapidly changing, and rural customers are increasingly demanding branded items as their disposable income and literacy levels rise. Consumers in rural areas have higher ambitions than those in metropolitan areas. This group of purchasers now consumes a wide range of objects with and without durability and is prepared to pay the best value for the best product (Tikku, 2017). Researchers have discussed how marketing rurally focused products and services might promote trade between rural and urban marketplaces. According to the author, there are several prospects for expanding firms in rural areas. Although there is a lot of room for corporate growth, the development of the rural marketing idea has received relatively little attention. Researchers conclude that several variables, including an underdeveloped market, people, infrastructure, communication, and transport, have contributed to the uneven development of rural markets (Zabiullah & Devaraju, 2017). The study on the challenges and opportunities of Indian rural marketing focused on the potential of the rural market, which includes a sizable untouched market, a growth in non-refundable earnings, an escalation in the level of literacy, and broad opportunities for saturation. 'Rural marketing' is a unique marketing approach that has been developed to make use of these potentials. This essay aims to familiarize readers with the rural market, its prominence, and its current state. The study's crucial objectives were to examine the promise for rural markets in India and the difficulties that face rural marketers (Srilatha, 2016). Another research study demonstrates that given the speed at which technology is developing in all spheres and dimensions of economic, political, social, and cultural life, the focus is undoubtedly on reaching rural customers in order to increase profits. The environmental movement has led to a significant increase in the consumption of manufactured and industrial goods by rural people. Therefore, the rural market must present prospects such as a sizable unexplored market, rising levels of knowledge and disposable

income, and broad opportunities for absorption (Jayadatta & Chaco, 2016). A research investigation entitled "Rural Marketing in India: its potential and Challenges" illustrates how the rural market is growing more attractive to corporations while urban markets are oversaturated with a widespread array of user goods, making it challenging for marketers to produce significant revenue flows from these markets. The research attempts to shed light on corporate marketing practices and the factors that led to an evolution from urban to rural markets. The survey similarly illustrates the difficulties experienced by businesses when trying to advertise their goods in rural regions (Kaushal, 2016). Researchers argue that today's rural marketing is crucial for those who migrate from rural or semi-urban areas to metropolitan areas in pursuit of opportunity. Rural entrepreneurs' greatest difficulties in developing enterprises in rural regions are a lack of education, financial constraints, and limited technical and conceptual abilities (Gosavi & Samudre, 2016). Another study asserts that the rural market presents a wealth of challenges, and the growing purchasing power of rural consumers is prompting major corporations to relocate to these regions. This article demonstrates that the rural market is now experiencing a commendable boom, mostly because of the considerable increase in buying power, growing brand awareness, the expansion of a reliable communication network, and the constantly shifting demographics of rural customers (Nandini, 2016). According to a study titled "Rural marketing in India," rural customers are increasingly interested in purchasing branded items; therefore, the market for goods and services appears to have grown significantly. This study shows that, in terms of exposure, habits, and lifestyles, as well as in terms of consumption patterns of products and services, the rural population has been migrating gradually toward urbanization (Rani, 2016). By performing market research, defining important decision areas, addressing challenges, and characterizing the rural marketing environment, the authors aimed to reduce ambiguity in dealing with rural markets (Malick & Krishnan, 2014). Rural consumers increasingly demand branded items as their disposable income and literacy levels rise. Rural families find it difficult to curtail their spending on construction, consumerism, weddings, and religious pilgrimages. Clients in rural areas have higher ambitions. This group of purchasers now consumes a wide range of durable and non-durable items and is prepared to pay the best price for the best product (Sivanesan, 2014).

Researchers discovered that India's rural inhabitants provide enormous chances for any organization working there to grow and prosper. Companies, on the other hand, encounter several hurdles when it comes to entering rural areas. India has a population of 833 million, compared to 377 million in urban India, indicating that there are tremendous untapped prospects in rural India. Marketers in rural regions have higher chances of succeeding since they may seize greater opportunities there (Kumar, 2023). Rural marketing is developing at a rapid rate, according to this report, and it is a critical area of attention for companies wishing to conduct business in villages. Villages in India account for 60% of the inhabitants, and their demand has risen during the 1990s as compared to metropolitan regions (Singh, 2013). The process of conducting trade accomplishments that promote the flow of goods from urban sectors to the country's rural regions, as well as the promotion of various products generated by non-agricultural personnel from rural to city areas, is called rural marketing. According to the author, several techniques, including those involving products, prices, promotions,

distribution, marketing, and sales, might assist various firms in snatching up a substantial portion of the rural Indian market (Gulati & Swati, 2013). There is substantial demand in the rural market as well as several prospects for marketers. In addition to attempting to study the rural market environment, its issues, and potential remedies, this research aims to determine the best marketing tactics for rural regions in India (Shrama, 2013).

3. The Rationale of the Study

There will be topographical, demographical, statistical, and logistical disparities in the rural market. The positioning and reality of these market groups' possibilities will differ, and these differences will be at the heart of establishing the rural market's prospects. In this study, the researcher will aim to identify various challenges associated with rural marketing in Bangladesh, as well as the opportunities and prospects for attracting renowned enterprises from across the country. Furthermore, the current literature on rural marketing in Bangladesh is insufficient. Therefore, this is a great opportunity for researchers to collect information on rural marketing in Bangladesh.

4. Objectives of the Study

The study's objectives are stated below:

1. To examine the rural market and the contemporary situation of rural marketing in Bangladesh.
2. To identify the problems and prospects of rural marketing and market.
3. To provide solutions for resolving the issues and long-term consequences of rural marketing in Bangladesh.

5. Methodology of the Study

The research study is exploratory and descriptive in nature. The majority of the data has been assembled from secondary sources, such as publications, records, newspapers, magazines, and websites. Besides, primary data have been collected through Google Forms using a five-point Likert scale from rural marketers working in different districts of Dhaka, Rajshahi, Chittagong, and Barisal divisions. The respondents have been selected, considering the convenience sampling method. A total of 500 questionnaires have been sent to the respondents, and 450 responses were received. The study selected 400 of these responses for analysis. Data have been analysed using descriptive statistical tools.

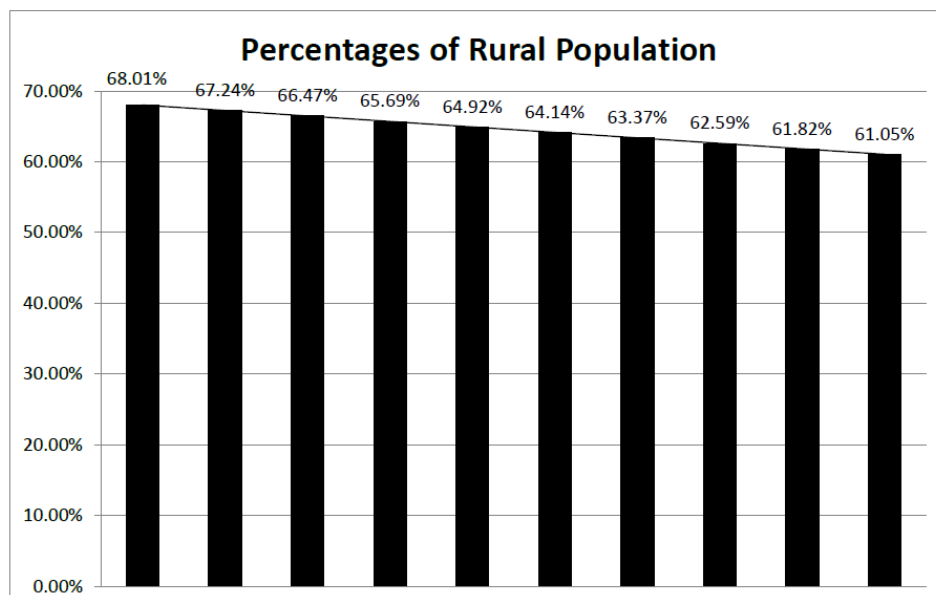
6. Share of the Rural Population in Bangladesh

In 2021, Bangladesh's rural people (as a percentage of the country's overall population) have been testified to be 61.05%, based on the set of development metrics maintained by the World Bank, which was obtained from reputable, authentic sources. Authentic figures, past information, predictions, and forecasts for Bangladesh's rural population were obtained from the World Bank in May 2023.

Table 1. Share of the rural population in Bangladesh

Year	Population	% of Total
2021	103,398,765	61.05
2020	103,504,655	61.82
2019	103,604,879	62.60
2018	103,723,251	63.37
2017	103,777,884	64.14
2016	103,727,348	64.92
2015	103,681,684	65.69
2014	103,659,677	66.47
2013	103,566,785	67.24
2012	103,432,288	68.01

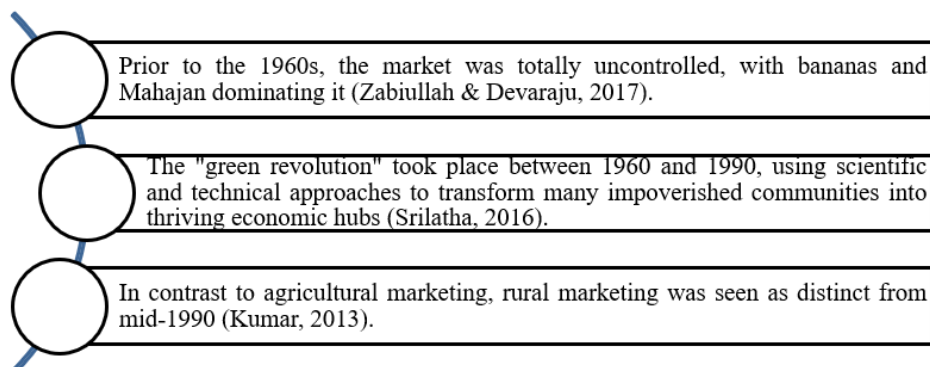
Source: World Bank 2023



Source: World Bank, 2023

Considering that the majority of Bangladesh's population lives in rural areas, the country presents a significant opportunity for rural marketing. The rural parts of Bangladesh are home to a sizeable majority of the country's population, which provides marketers with opportunities that have not yet been explored.

6.1 Stages of Rural Marketing



6.2 Classification of Rural Products

Rural goods have been categorized based on suitability, shopping, specialized, and agricultural input items. FMCG goods, cosmetics, and toiletries are examples of convenience items. In order to further categorize rural goods, Kashyap divided them into FMCG, Durables, Facilities, and Agrarian Things (Kashyap, 2012).

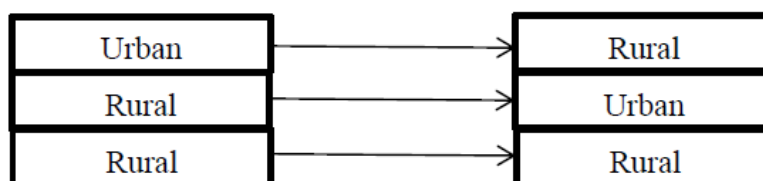
Table 2. Classification of Rural Products

Rural Products	Products
FMCG	Makeups, food and potions, footwear, toiletries
Durables	vehicles, clocks, furnishings, and household goods
Services	medicine, insurance and financial services, learning, telecommuting, and Technology
Agricultural Goods	Physical products utilized in agricultural operations, commodities from related industries, and agro-input markets

Source: Kashyap (2012)

6.3 Structure of Rural Market

A function called "rural marketing" is described as one that "manages every aspect related to evaluating, encouraging, and transforming the buying power of rural people into a viable demand for particular goods and amenities and transporting these goods and services to individuals in rural areas to generate contentment and higher standards of living and thereby accomplish company objectives" (Iyer, 2010). The method ought to be able to bridge socioeconomic and attitude gaps among urban and rural clients. This is a three-way marketing stage in which transactions may take place. Such as—



- **Urban to Rural** – Supplying items and services in rural regions is a common activity among urban merchants. The bulk of these goods are FMCG items, purchaser durables, and insecticides (Patil, 2020).
- **Rural to Urban** – The majority of the dealings in this sort are below the umbrella of agrarian marketing, in which a rural creator tries to trade his goods such as seedlings, veggies, fruits, milk and related items, timber, condiments, etc. in an urban marketplace. (Rafiuddin & Ahmed, 2011)
- **Rural to Rural** – This entails selling livestock, carts, agricultural equipment, and other items to another community nearby (Zabiullah & Devaraju, 2017).

7. Problems of Rural Marketing

Due to several barriers, it can be tough to advance in the rural market. When they penetrate the rural sectors, marketers face several challenges, such as the right and effective sales force deployment and successful marketing communication.

- **Lack of communication facilities:** Numerous issues with marketing communication exist in rural areas. Even now, the rainy season renders most of the district's villages impassable. In the district, there are several communities without telephone service. Inadequate structure also characterizes other modes of interaction. The majority of rural consumers are illiterate. As a result, print media have a restricted audience in rural areas (Lamani, & Thimmaiah, 2022).
- **Lack of Promotional Tools:** Marketers can advertise their products in rural regions. However, other marketing methods like sales campaigns and private vending, which have proven successful in urban markets, are difficult for salespersons to adapt to in rural areas (Shrama, 2013).
- **Warehousing problems:** Since there is a lag between the manufacturing of a good and its consumption, a storage facility and function are necessary. There is a need for storage since most agricultural goods are produced seasonally yet are in demand all year round. However, public and private warehouses are few in remote locations. Storage issues are a concern for marketers (Jayadatta & Chaco, 2016).
- **Weak Customer Relationship Management Practices:** The idea of customer relationship management (CRM) is abandoned in rural marketing, where the vast majority of transactions take place without any kind of recordkeeping. Rarely were computers and the internet utilized to preserve data and record transactions. There is no tangible proof of the clients who used the products and services. Because of this, it is necessary to stay in touch with them in order to inform them of product availability and new arrivals. This is causing rural markets to lose their potential, future clients, and consumers (Zabiullah & Devaraju, 2017).
- **Seasonal demand:** The primary issue in rural markets is seasonal demand. The fact that agronomy is the chief root of income greatly impacts the demand for goods in rural markets. Again, since agriculture is dependent on the monsoon, the purchasing power of rural customers changes. Despite this, train transportation does not reach many rural places (Kumar & Dangi, 2013).
- **Insufficient banking and credit options:** Due to inadequate facilities for banking and credit, distribution is further hampered in rural areas. To allow remittances, acquire stock replenishment, streamline credit transactions generally, and secure bank credit assistance, rural outlets need banking help. Without sufficient credit facilities, retailers cannot carry the recommended amount of inventory. They are unable to provide users credit as a result of this issue. Due to all of these issues, rural areas have little marketing activity (Sivanesan, 2014).
- **Cultural Factors:** A common set of values, opinions, and perceptions is referred to as culture, and it impacts how people behave as consumers. Each group impacts how people act in villages. Groups may be categorized according to religion, caste, livelihood, revenue, age, edification, and political affairs. Rural residents believe that

life know-how is more valuable than official learning, and they value salespeople who can provide useful answers to their troubles (Malick & Krishnan, 2014).

- **Branding & Packaging:** The brand is the most reliable method of informing rural customers about quality. Local brands are becoming increasingly important in rural regions, despite national companies becoming more well-known. This can be a result of poor purchasing power, illiteracy, and ignorance of rural customers. In terms of packing, rural areas tend to choose smaller containers more frequently than urban areas. There are currently no smaller packaging options for all necessities in the communities. Low-income consumers are unable to buy large goods packed in a standard size (Gosavi & Samudre, 2016).
- **Transportation problems:** To move things from urban industrial hubs to far-flung villages, transportation is necessary. Transport infrastructure is often lacking in rural regions. There are no good roads connecting over 80% of the settlements in the nation. It is impossible for a salesperson to reach the rural market because of the inadequate carrying infrastructure (Srilatha, 2016).
- **Underprivileged markets and impoverished citizens:** Innovation has made an effort to grow the populace and market in remote regions. Inevitably, technological advancement has not equally impacted every part of the country. In rural areas, there are sizable regions and populations that have persisted after the technological advance (Gulati, 2013).
- **Lack of Substructure Services:** The government is working quite hard to offer infrastructural amenities, but much more work has to be done to enhance things to the greatest possible level. Rural residents continue to lack sufficient access to financial services, banking, electricity, etc. (Shrama, 2013).
- **Natural disasters are another issue in rural marketing:** drought or heavy rain, epidemics, outdated farming techniques, a lack of printer storage options, transportation issues, and a lack of proper market knowledge, including a lengthy network of middlemen between the grower, farmer, distributor, and retailer. (Rani, 2016).

8. Data Analysis and Interpretation

Table 3. Impact of communication barriers

Particulars	No. of Respondents	Percentage (%)
Local	168	42
National	140	35
International	28	7
Combined	64	16
Total	400	100

Source: Primary data

The table data revealed that the highest number of respondents (42%) prefer local language as medium of communication followed by national language (Bangla-35%), international

language (English-7%), and 16% respondents opined that they are habitual in using combination of the languages.

Table 4. Lack of promotional tools

Particulars	No. of Respondents	Percentage (%)
Advertising	136	34
Personal Selling	48	12
Sales Promotion	76	19
Direct Marketing	32	8
Online Marketing	68	17
Total	400	100

Source: Primary data

The table data exposed that the highest number of respondents (34%) opined that poor advertisement affecting total sales significantly. Besides, 19% respondents focused on sale promotion, 17% emphasized on online marketing, 12% personal selling, and 8% direct marketing as significant factors.

Table 5. Effect of cultural problems

Particulars	No. of Respondents	Percentage (%)
Religion	60	15
Income	156	39
Livelihood	40	10
Education	88	22
Political Affairs	56	14
Total	400	100

Source: Primary data

The above table display the impact of different cultural issues in rural marketing. The highest number (39%) respondents believe that peoples income level is highly impacting factors. Followed by education (22%), religion (15%), political affairs (14%), and livelihood (10%).

Table 6. Impact of transportation problems

Particulars	No. of Respondents	Percentage (%)
Road	276	69
Rail	60	15
Air	28	7
Maritime	36	9
Total	400	100

Source: Primary data

Transportation problem has been categorized and the responses have been depicted in the above table. The table revealed that most of the respondents (69%) believe that they face problem in reaching customers by road followed by 15% by rail, 9% by maritime, and 7% by air. The information also indicates that a large number of marketers use road to reach their customers.

Table 7. Impact of natural disasters

Particulars	No. of Respondents	Percentage (%)
Drought	112	28
Heavy Rain	156	39
Epidemics	68	17
Mixed	64	16
Total	400	100

Source: Primary data

The above table shows the effect of natural disasters in rural marketing. The highest number (39%) of respondents thought that they face a lot of problems during rainy season to reach their targeted customers. Besides 28% respondent replied that drought is the most important factors for reaching the rural customers. Similarly, 17% emphasized on national epidemics and 16% respondents put importance on all the sources of natural calamities.

Table 8. Impact of branding & packaging

Particulars	No. of Respondents	Percentage (%)
Branded Product	104	26
Non-Branded Product	164	41
Packaged Product	52	13
Non-Packaged Product	80	20
Total	400	100

Source: Primary data

The table data depicted that the highest number of respondents (41%) believe that most of the rural customer uses non brand product whereas (26%) use branded product, (20%) uses non packaged product and (13%) uses packaged product.

Table 9. Effect of substructure facilities

Particulars	No. of Respondents	Percentage (%)
Financial crisis	72	18
Banking Facilities	124	31
Electricity Facilities	84	21
Transport Facilities	120	30
Total	400	100

Source: Primary data

The above table showed that the highest number of respondents 31% face problems in getting loan facilities from banks and non-banking financial institutions. Moreover, 30% respondents replied that they face problem in transportation, followed by 21% face electricity problem and 18% face problem in their internal financial condition.

9. Prospects of the Rural Marketing

If marketers thoroughly know this industry, they may realize the vast potential of the rural market. Marketers must have a thorough understanding of rural marketing in order not only

to maintain and expand their businesses but also to contribute to the growth of the rural economy. Due to the following aspects, the rural market has excellent prospects:

The rural market's population figures alone demonstrate its vast potential; if it is successfully developed, it may result in growth unlike anything else in history (Hakhroo 2020). The people who live in rural areas choose to buy loose commodities, over-packaged goods, and unbranded goods over branded things. This is currently only a myth. Customers in rural areas now purchase branded products instead of loose or unbranded products. As a result, marketers strive to improve this area's earnings (Kumar, 2023). Consumers in rural areas cherish long-standing traditions and practices. They do not favour change. Rural residents' purchasing habits are increasingly shifting, and there is a market for branded items in villages (Naik & Naik, 2022). The relevant government introduced "A Scheme for Promotion of Innovation, Rural Industries, and Entrepreneurship" to create agro-based businesses. This program eliminates unemployment and creates employment opportunities (Lamani & Thimmaiah, 2022). The buying power of rural residents is increasing. Marketers are increasing their activities in rural regions due to realizing these markets' potential. The relevance of rural marketplaces has risen lately due to the general expansion of the economy, and the rural residents' buying power has grown substantially (Patil, 2020). The private/industry sector's engagement in developing rural products and markets may also present prospects for creating new consumer services and values that will find use in larger markets (Nagi & Prakash, 2019). The allure of a market depends on both its potential and its accessibility. The transit system has enabled a more efficient way of distributing products to communities. More and more businesses are providing local markets directly. Developing personal interaction with groups aids in the promotion of the product and its accessibility at the community store (Tikku, 2017). Businesses that service both urban and rural customers have been seen to do better throughout the crisis. While rural markets see continuous demand for commodities, urban markets can experience cyclical demand. When businesses join the rural market, they can protect themselves from the negative consequences of the crisis (Srilatha, 2016). Women, agriculturalists, and teens are a few of the demographic groups that are affected by urbanization. While women are still influenced by socioeconomic factors, urbanization also has an impact on adolescents in terms of information and knowledge. The marketers that comprehend the rural client and hone their plan will undoubtedly gain in the next years (Jayadatta & Chaco, 2016). Rural customers now have access to information, e-commerce platforms, and social media due to the spread of mobile phones and internet connectivity in these areas. Utilizing these technological developments, marketers may find creative ways to connect with and interact with rural consumers (Kumar & Dangi, 2013). In urban marketplaces, fiercer competition drives up prices and shrinks market share. Therefore, in comparison to metropolitan markets, rural markets are becoming more appealing.

10. Conclusion

Though rural residents still rely on agriculture for a living today, business growth is becoming more and more popular in rural areas. According to the study's findings, Bangladesh's rural marketplaces provide enormous business growth and development prospects. It is not shocking that rural business ownership is becoming more significant as a

driver of financial growth that must take place if many rural areas are to survive, given that state markets are becoming more and more globalized. The level of competition is rising, which impacts every sector of the economy, especially farming. However, for entrepreneurship to succeed, a supportive atmosphere is necessary. It is abundantly obvious that youth training is essential for the growth of rural businesses. Therefore, the young in Bangladesh's rural areas need extensive training rather than relying solely on programs (financial and development) to promote entrepreneurship. To participate in the integrated rural development program, it is necessary to put together a committed team. The involvement of rural entrepreneurs is essential for eradicating poverty in underdeveloped rural regions. In rural areas, few people are willing to invest in businesses or become entrepreneurs. The government should thus modify the mindset of the populace and emphasize rural entrepreneurs if it wants to rank among the industrialized nations. Rural marketing is essential to the nation's overall economic growth (Mode et al., 2023). The expansion and development of rural industries promotes self-employment, leads to a larger distribution of monetary and manufacturing goods, and aids in the best possible usage of locally accessible labour and raw resources. Rural businesses play a part in improving the socioeconomic situation or raising living standards. The wide range of strategies that must be used in rural marketing necessitates careful consideration and care regarding the invention's excellence, wrapping, brand, price, ad, special marketing, and supply route. Understanding how rural markets are spread out and the need for a specific communication mix is key to making the rural marketing strategy work. This is because people in rural areas tend to have less education, and the environment can be very different. This requires the government and the industry to operate jointly and in harmony.

11. Recommendations for Effective Rural Marketing Practices

- Improvements must be made to the rural communication infrastructure, such as telecommunication networks, internet access, broadcasting mechanisms, etc., to ensure no communication gap between the participants in the rural market sectors.
- Successful rural marketing relies on educating consumers in remote areas. Rural customers need to be informed on all elements of product usage, product information collecting, buyer rights, rules, and regulations, as well as how to find the correct item at the exact location at the accurate cost at the precise moment.
- In conjunction with public and private collaborations, adequate infrastructure facilities such as roads, bridges, storage facilities, marketing yards, info centers, etc., must be supplied.
- The federal government, the relevant state governments, local organizations, and NGOs must establish policies for the development of the rural population in all spheres.
- According to the needs of rural communities, the banking and financial system has to be strengthened and reformed. Private banking systems, cooperative credit organizations, and other financial institutions should expand their activities to serve rural regions fully.

- Training programs must be developed to teach the rural population the knowledge of vocational and non-agricultural sectors to lessen the rural population's dependence on agriculture and boost rural entrepreneurship and industries.
- Rural entrepreneurs should receive training in computer and information technology applications. To establish sound commercial relationships with the use of electronic and social media, a customer database must be kept up to date.
- An effective selling and delivery system is required to touch the end user as soon as feasible at the lowest cost.
- Communication systems must be built to be suitable for the rural market. Regional languages must be used for communication whenever feasible.
- The expenses associated with rural markets, such as distribution costs, communication costs, customer costs, and sale costs, can be reduced via the use of effective supply chain management techniques.

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Author Contribution

Conceptualization-Sabbir and Motahar; Introduction-Sabbir, Motahar & Moshiuddullah; Methodology - Motahar and Sabbir, Formal analysis- Sabbir and Motahar; Data curation-Sabbir and Mahmudul Hasan; Draft preparation-Sabbir & Moshiuddullah; Writing—review and editing - Sabbir and Motahar.

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The authors declare that they have no competing interests related to this study.

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The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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