

Market Capturing System in India

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Abstract: Globalization has opened the door at international level for each and every business. No matter, he/she is running small scale, middle scale or large scale business. Indian market is divided into three section as Rural Market, Semi-urban Market and Urban market. Around 650,000 villages are in India. There are around 850 million customers in India. Indian can develop many industries based on the rural background. Government of India is trying to motivate rural people for entrepreneur, so that rural sectors of India will be developed. Indian rural market capturing is hard task as they are not conveyed easily to use product of other countries in this global market. In some cases, they don't want to purchase modern equipment for them. Even we found change in the psychology of Indian as per geography, economy, education, etc. Current paper aims to study the psychology of Indian customers and the remedies to capture the Indian Market at global market.

Key words: Global market, rural market, urban market, semi urban market, organization etc.

Introduction: Industrialization made human life very comfortable and easy. Day-by-day, technical growth is increasing and people are coming close and close. This industrialization gave gift of globalization to the world or we can say to the human being. World become a single home. From any place and any time, we can communicate at global level. Numerous social Medias are there which are helping for purchasing. Market becomes global market. Import and export from each country is changed into availability of product of any nation in your own/native country. India is one of the developing countries, in which agriculture based product and agri-based industries are surviving.

Types of India Market:

Indian market is divided into two parts as:

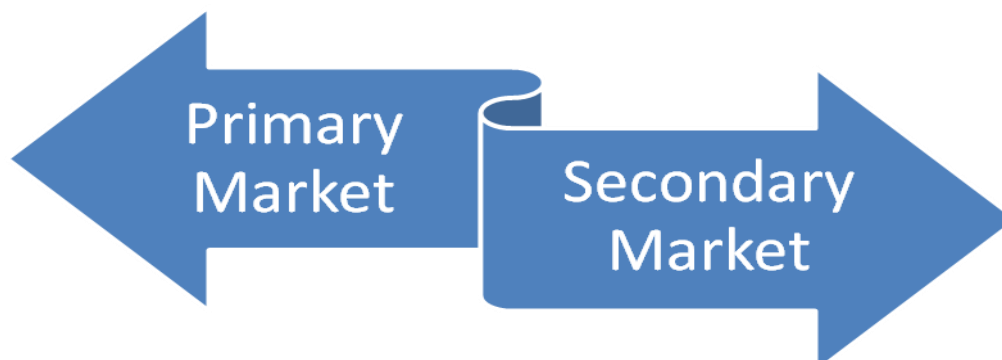


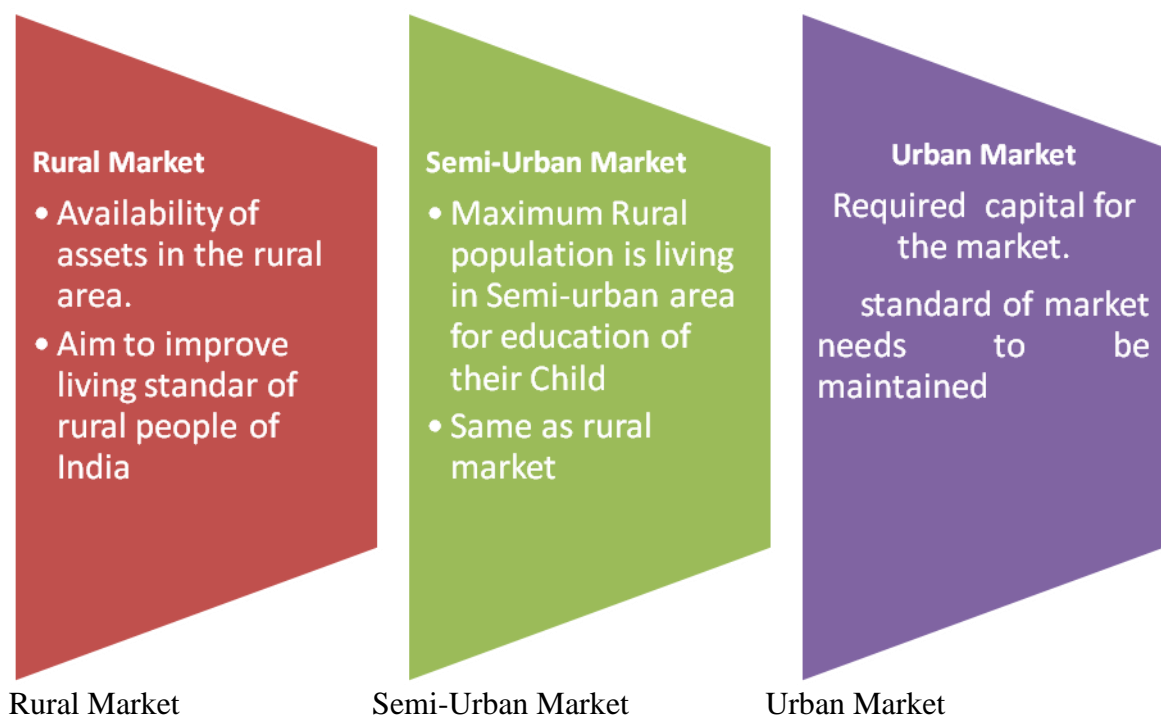
Image number 0.1

As shown in image 0.1, Indian markets are divided into two types based on the capital investment which are given as:

- **Primary Market:** The investment of shares or raising capital for industries are the part of primary market. Features of primary market are:
 - A. Raising capital in the form of equity and debt through the availability of security.
 - B. Purchasing security direct from issuer.
 - C. Easy way to raise the capital.
 - D. Participation agencies are there in the primary market.
- **Secondary Market:** Shares are issued by stock companies.
- There are several agencies i.e. New York Stock Exchanges and London Stock Exchange.

Types of Indian Geographical Market:

On the basis of geography, there are three types of market in India as:



As shown in the above image 0.2, Indian market is divided into three major types and accordingly the psychology of customers is changed. Rural marketing capturing system is different, Semi-urban Market people have another kind of mentality while urban Indian people's psychology in different. The policies to capture Market in India as per theses geographical separation is described below:

Challenges to Capture the Rural Market of India: Rural Market is the major market in India. The features of rural market are to be known to capture rural customers. Following are the features of Rural Market:

a. Scattered Market:

The people living in Indian rural part are scattered for using new things, new product and new items. They don't like sudden change in their life. Due to this scarcity, they rarely attracts towards new product of the market. Hence, to capture the rural market, it needs the counselling to overcome the scarcity of their mind and to set mind with positive approach towards the use of new products and goods.

b. Socio-economic Diverse Market:

Indian country-side people have diversity of socio-economic background. Individuals are differ from each other in socio-economic back-ground i.e. economy, caste, culture, education, literacy etc. this socio-economical background is the challenge to Indian market.

c. Fluctuate Demand Market:

Indian rural market has the changing tendency of demand. Market capturing system is depend on demand and supply ratio. Demanding pattern changes creates the trouble in the availability of goods and product.

d. Agriculture –main Source of Survival:

The rural part of India is based on agri-cultural sectors. Agriculture part is depend of the Nature. Therefore, it is the major problem of rural population of India to survive. It is very hard to capture the market of such people who are in tension of survive,

e. Habit of Saving Money:

Rural population always fights with life and survive of life. They are always in trouble of money. Therefore, they have habit of saving money. To capture such market is very hard. Investment in technical product, technical assets, they think a lot.

f. Living Standard:

The new product and their use for the life is not on priority to Indian Rural customers. They don't care for the standard life. Then how can we motivate them to purchase the assets that are having high cost.

g. Infrastructure Faculties:

Though, there are all things available as mentioned above requirement, there is lack of Infrastructure Faculties in rural part of India. To make available these facilities in rural part is hard due to lack of Infrastructure and Faculties required for business.

Semi Urban Market in India:

Semi-urban sector of India is the middle part of Rural and Urban era. The people who are living in semi-urban are connected emotionally with the rural part of their native place. They want to develop themselves and their kids for modern life and use of modern assets.

They are fascinated towards new and modern equipment's. As rural customers, they too believe in the saving money. But the change is that they want to purchase the new and technical assets in their desired budget. They prefer high features with lower price. They les bother about the brand. For example use of mobile i.e. Android Mobile. China mobile they do use, rather than using branded android mobile. Looking towards these features, it is very easy to capture the semi-urban markets of India. If you can convey your features to them with low cost, they do prefer to purchase it.

The role of Advertising plays an important role in the market capturing system of semi-urban area. Your advertisement should reach to them and they must be attracted towards it.

Urban Market Capturing System in India:

Urban market capturing system in India needs to have high capital investment. The real India lives in villages but the real modern life is enjoyed by urban population of India. They enjoy all modern facilities with using alternate product.

Market Capturing System in Indian Urban Market:

- a. **Advertisement:** Urban population of India is well aware of modern age and global age. They know through advertisement all the alternate options available in the market

for their target product. The attractive advertises are now available on mobile also. With the availability of advertisement, there is the availability of various offers regarding to the selling of the product. The image of mobile advertisement is given below as 0.3 image number. There are many Apps which make you alert about the advertisement and product available through online marketing. Few of semi-urban and most of the urban market can be captures easily through this method of Indian Urban Population.

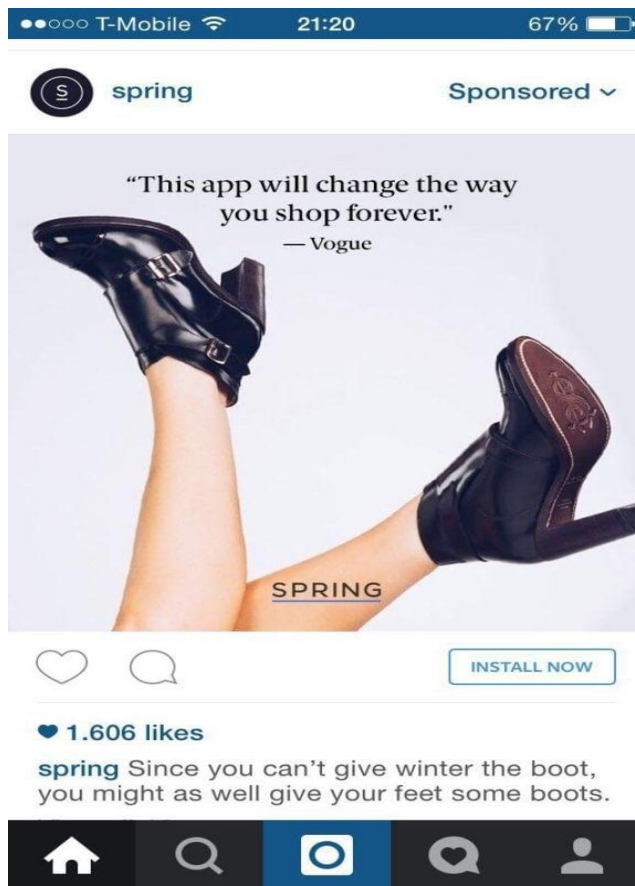


Image 0.3 Online Advertisement of Shopping

Social Media and Internet:

As there is the proverb that coin has both sides. Good and bad. Social media and internet made shopping very easy with saving time and money both. As said above Urban market can be easily captured through use of advertisement and that is too online. But when these urban population started to use the new techniques and tools for online purchasing, they learn many new things. They get many new information from social media and online marketing. They search free schemes, offers and other beneficial facilities available on social media. The online shopping of Indian market is affecting factor on the common market of India, common business. There are many schemes which makes the free-schemes and motivates the customers to purchase the online assets.

For example of books: There are many books available on online with free downloading. If such books are available on free of cost, why customers will paid amount for purchasing. The image number 0.4 is an example of screen shot of free e-books which are available on social media.

FREE E-BOOK

200 Facebook Ad Examples

Learn to create better ads.

[Download e-book](#)

Bulk is beautiful

Image number 0.4 online Free-shopping

Modernity of Pulling Traditional Approach of Market Capturing: As shown in above all features of modern concept of shopping is changed. The modernity of purchasing the goods with using social made change the concept of traditional shopping. This modernity is affecting to the general and common business of India. As shown in the above figure, the availability of online books created the changing habit of reading books. Hardcopy and reading printed material is becoming outdated part of modern era. There are many things which are available easily on social media and they are capturing the regular and traditional market of India.

Concept of Mall: In Modern era, urban and few of semi-urban markets are captured by the concept of MALL and sales. Zee Mahasale, super shopee-mall, megha mall such concept of shopping are the gift of modern era and concept of modern market today. All daily and routine required assets are available at one place and with fresh quality. The urban people of India are getting attracted towards all these modern concept of shopping. Current market capturing system is damaging the Indian rural economy.

Before the concept of MALL, urban people of India were purchasing the vegetables, grains from rural part of the country. Even most of them were, purchasing these all things from their native villages where they or their relatives are living. Weekly vegetable markets were there. They were getting fresh vegetable from such market with the weekly planning method. Now, in current era, they are reliable on the MALL where they are getting vegetables fresh and clean. They are getting all grains with proper cleaning and without mixing of other particles in it. They found these particles on the grocery shops previously.

Before the concept of MALL, Indian urban population was giving priority to general and traditional market of India. But now-a-days, they are preferring to purchase their daily requirement with modern concept of purchasing. Globalization captured urban market with global policies.

Thus, the above all discussion shows the difference of Rural and urban market and the market capturing systems of India. The difference between rural market and urban market is given in the below table number 1.1

Sr number	Particulars	Rural Market	Urban Market
01	Population	More than 60%	40%
02	Living Standard	General and simple	Modern, hi-fi and costly
03	Economy	Average	Quite good
04	Education	Average	Standard
05	Communication channel-product awareness	Less	Quite good

Table 1.2 Difference Between Rural and Urban Market

As shown in above table 1.1, first and foremost difference of Indian market is that yet more than 60% population of India is living in the rural part of India. To capture the market for this population low cost, good quality with completing minimum requirement of these population should be made available at rural area where they live. There must be emphasis on the mouth publicity as they believe on each other rather than advertisement. While urban population, today likes modern, costly and fancy product. To capture their market the same requirement should be fulfilled by entrepreneur in India.

Living standard of rural population is very low and simple with less expenses on life style. Considering their mentality and needs, they should get the things in the market which suitable to their mentality and comfortable to their pocket. On the other hand, the urban population like hi-fi cloths, standard life style, they are more attracted towards modern style of living.

Economy is the major component which affect to the market capturing system of any nation. There is a great gap between the economy of rural population and urban population. Hence, the price of the product for these sector should be always differ and comfortable to their pocket.

Education of rural sector is not of good quality as the urban population of India can get. The rural population faces problem to fulfil their food requirement, how can they expenses money on the education. Therefore, this factor also affect to the market policy of Indian rural market.

As shown in the above table, there are several channels of communication to urban people about getting information of the product, so in urban sector of India, we found huge completion in product and selling of product. On the other-side, we found the monopoly in the market policy of rural part due to lack of communication channel, lack of product awareness. This product awareness we found in urban population due to availability of several channels of communication.

Conclusion: Thus, there are many differences we found in the market capturing system of India due to several differences in the life style of rural and urban population. Considering, the mental, environmental, natural, economical, educational, social, geographical, technical differences and development, the market capturing systems of Indian markets are defined and due to these all gaps, they are divided into serval kind of market policies.

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