THE CHALLENGES FACED BY TWO WHEELER COMPANIES IN RURAL MARKETING WITH REFERENCE TO KARAD TALUKA OF SATARA DISTRICT [MAHARASHTRA]

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ABSTRACT - India’s geo-demographic identity underscores as “India lives in her villages”. Even the economy is progressing day by day very fast but the division between rural and urban has no signs of receding. As for the Indian context where more than three forth of population lives in rural India & the national income generated in rural India is one third of its total. Now it becomes compulsory for researchers to study in-depth the needs and wants of ruler population therefore most of the industries are investing their money for rural marketing. The researcher has taken two wheeler industries for studying the rural marketing. This research paper focuses the objectives, review of literature, scope, research methodology, hypothesis testing, and suggestions.

KEYWORDS: geo-demographic, identity, rural, urban, receding, rural marketing.

REFERENCES


