

**sINDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

**NPTEL**

**NPTEL ONLINE CERTIFICATION COURSE**

**Marketing Research**

**Lec -34**

**Researching Rural Market**

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Welcome everyone to the class of marketing research analysis till date we have discussed about the introduction of market research the steps of marketing research followed by the different statistical techniques with hypothesis development research question development etc today we will discuss about the two more areas one is which is very less you know discussed in markets in fact it is discussed but companies have not put in much of importance and it has been neglected a part.

To which process seek pyramid you know bottom with the pyramid approach where he talks about how the market is like an you know inverted pyramid and the base right the base is the biggest area which is more which is the one which has got the large number of costumers right but these customers if I taken into compression arte the Indian rural consumers basically right so the real consumers are large the size is very high big but somehow companies have been unable to tape it to a large extent okay.

So why is rural market to be discussed first of all so the first is it is a large market there is no dough about it the next issue that comes is if you see rural markets have a certain characteristic right so let us see the differences first if you talk about differences if you look into urban and rural research vis a vis the urban and rural market is for if you see urban markets are more literate brand aware individual are responsive right.

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Differences in urban and rural Research		
Aspect	Urban	Rural
Respondents	Literate, brand aware, individuals respond individually	Semiliterate or illiterate, brand unaware. Generally group responses are available.
Time	Willing to respond. Have time pressures. Spare little time for researchers.	Hesitant, but devotes time.
Accessibility	Easy to access, though many suffer from research fatigue.	Tough to access; geographical distances are barriers. Don't speak to outsiders.
Secondary data sources	Internal data, syndicate research, published media.	Very few sources and less data.
Primary data sources	Large number of middle men, experts, sales force and consumers.	Fewer number of all categories.
Sampling	Respondents from relatively homogeneous groups. Income can be a criterion.	Heterogeneous groups. Income and landholding to be carefully applied.
Data collection	Individual focused, use of sophisticated instrument.	Participatory approaches. Require simplified instruments.

In the rural markets on the other hand if you find that the individual is mostly it is not always but mostly if they are illiterate or less educated you can say another of many brands but this is this sometimes very controversial thing because it has been seen that the hypothesis that rural and consumers are not brand conscious might not be very true right.

So willingness to respond and you know in the urban life people have very less time with them on the other hand if you go to a rural land scape people have ample amount of time this they discuss they spend the time with their families relatives and all right so if you look at the differences in both urban and rural research so these are some of the primary characteristics aspects like the time that accessibility for example in urban it is easy to access but is rural it is tough because of the geographical problems.

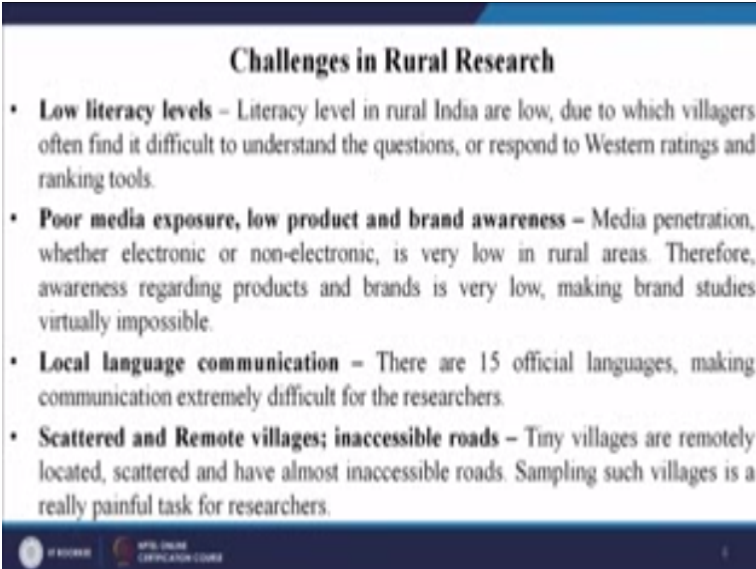
The cultural problems right for example there are some places many places in India or for example yeah if you go to collect data from the rural part it is very tough because you might not find a very responsive responded out there right then in the urban of side if you see the sample is more homogeneous right and income can be taken as a criteria for example in the urban when you discuss on the rural the interesting part is a person is known wealthy by the amount of land he holds okay or the number of cattle he holds so the parameter of judging wealth is also different right.

So these are basically some of the differences that you talk about when you discuss about the urban and rural research urban research has been vastly researched and companies national

companies MNC's international companies have all tried to find out ways to permit into the or you know percolate into the India markets the other markets the rural markets sorry in the urban markets but may be if you look at the penetration of the banks into rural India or the any rural sphere it is very less except the public sector banks you would not find much of private sectors because simple is they do not find it to be very profitable in nature.

So the question is the rural market really something that is not very profitable or thought to be looked up to and they should be avoided so let us see what are this is a problem of something else that where you know the discussion comes is may be companies have been unable or may be less innovative to find ways to chartered to this rural base okay so what are challenges.

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**Challenges in Rural Research**

- **Low literacy levels** – Literacy level in rural India are low, due to which villagers often find it difficult to understand the questions, or respond to Western ratings and ranking tools.
- **Poor media exposure, low product and brand awareness** – Media penetration, whether electronic or non-electronic, is very low in rural areas. Therefore, awareness regarding products and brands is very low, making brand studies virtually impossible.
- **Local language communication** – There are 15 official languages, making communication extremely difficult for the researchers.
- **Scattered and Remote villages; inaccessible roads** – Tiny villages are remotely located, scattered and have almost inaccessible roads. Sampling such villages is a really painful task for researchers.

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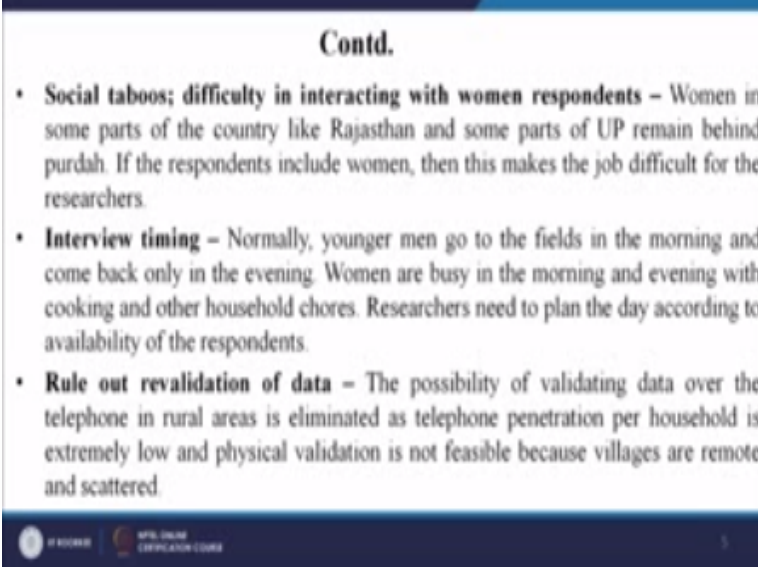
Low literacy levels as I said right so people or not very literate right then they do not have a poor exposure to media but this things are slowly changing for example at least in India the media exposure is slowly improving but we obviously cannot compare it with the urban you know urban places but still the media exposure is comparably lesser brand awareness as I said it is controversial but yes most of the brands they launched into the obviously because of the awareness because of the paying ability.

And all these things they are generally launched in the urban markets local language communication becomes a big problem right for example in the urban this is not an issue language is not an issue they can talk in the most you know general language that is English or

the national language Hindi or something, but in rural the direct in India if you know that in India every 26 kilometers they saying the dialect changes right now that becomes very difficult for somebody.

To get it to a market where the communication is so wisely changing right then risk and the villages are so remote and sometimes they are so you know the scale of economic becomes a question also they are scattered and small so apart from reaching it also becomes a question okay whether his would be economical to scatter to such a market, the you have lot of social taboos in the rural markets right.

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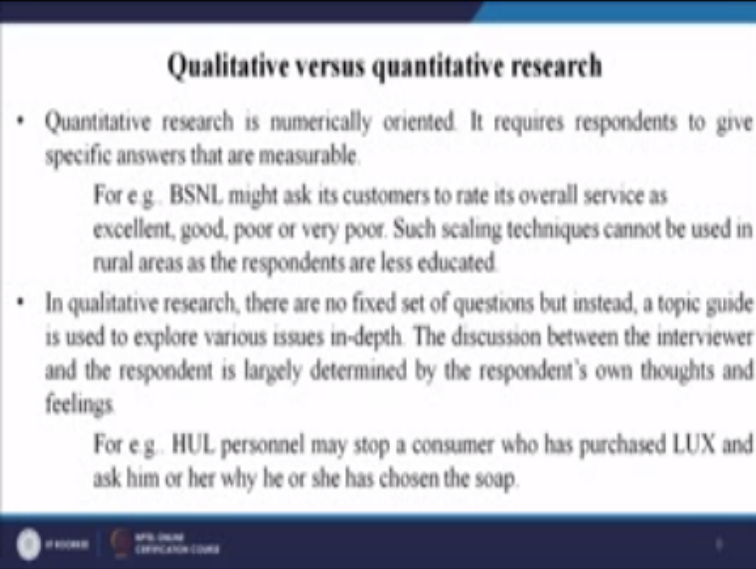
- **Social taboos; difficulty in interacting with women respondents** – Women in some parts of the country like Rajasthan and some parts of UP remain behind purdah. If the respondents include women, then this makes the job difficult for the researchers.
- **Interview timing** – Normally, younger men go to the fields in the morning and come back only in the evening. Women are busy in the morning and evening with cooking and other household chores. Researchers need to plan the day according to availability of the respondents.
- **Rule out revalidation of data** – The possibility of validating data over the telephone in rural areas is eliminated as telephone penetration per household is extremely low and physical validation is not feasible because villages are remote and scattered.

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For example if you go to a state like Haryana somewhere why Haryana many states in India if you want to directly talk to some other women respondents then it is very difficult Rajasthan UP Haryana anything right timing in the interviews right the timing is also different because people

usually got to the land for cultivation and all these things for agriculture very early in the morning right, so the timing are different right so these are some of the issues that are very important when you discuss about the rural markets now.

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**Qualitative versus quantitative research**

- Quantitative research is numerically oriented. It requires respondents to give specific answers that are measurable.  
For e.g. BSNL might ask its customers to rate its overall service as excellent, good, poor or very poor. Such scaling techniques cannot be used in rural areas as the respondents are less educated.
- In qualitative research, there are no fixed set of questions but instead, a topic guide is used to explore various issues in-depth. The discussion between the interviewer and the respondent is largely determined by the respondent's own thoughts and feelings.  
For e.g. HUL personnel may stop a consumer who has purchased LUX and ask him or her why he or she has chosen the soap.

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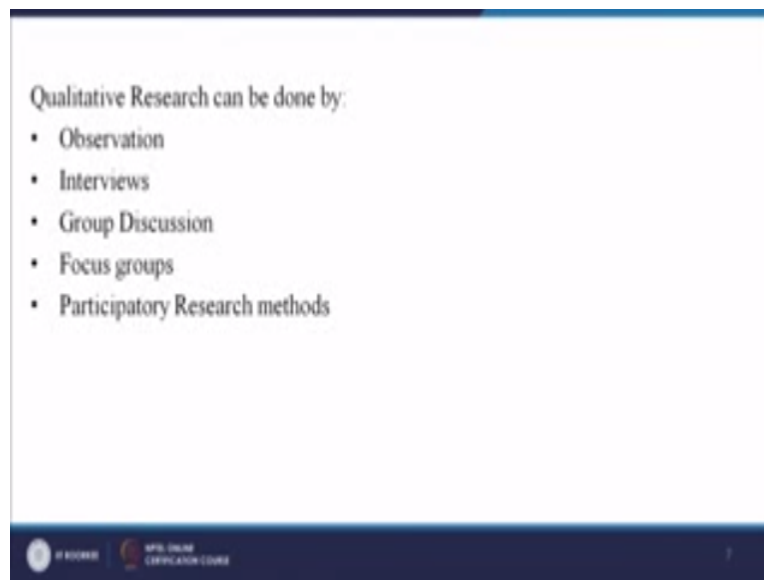
Two cases we can see how qualitative research and quantitative researchers used in the rural market to my experience I have seen that qualitative research works much better and easier than quantitative research just for the reason that the people are mostly literate right, so they do not even understand your numbers well this is the case where BS it says BSNL, BSNL might is a quantitative research BSNL might ask it is customers BSNL is a government organization so it reaches into the deepest remotest villages also.

Right so it asks his customers rate the overall service right so such techniques can be used but the few case techniques are questionable another is if you look at the other side is a qualitative

research in the qualitative research for example HUL Hindustan Unilever limited they may stop a consumer whose purchase LUX and ask him or her why he or she has chosen the soap, now when you ask why somebody is choosing it the reasons could be quite different right, so by understanding the reason.

With the people the respondent is sighting one can make an understanding okay what exactly the rural customer thinks right?

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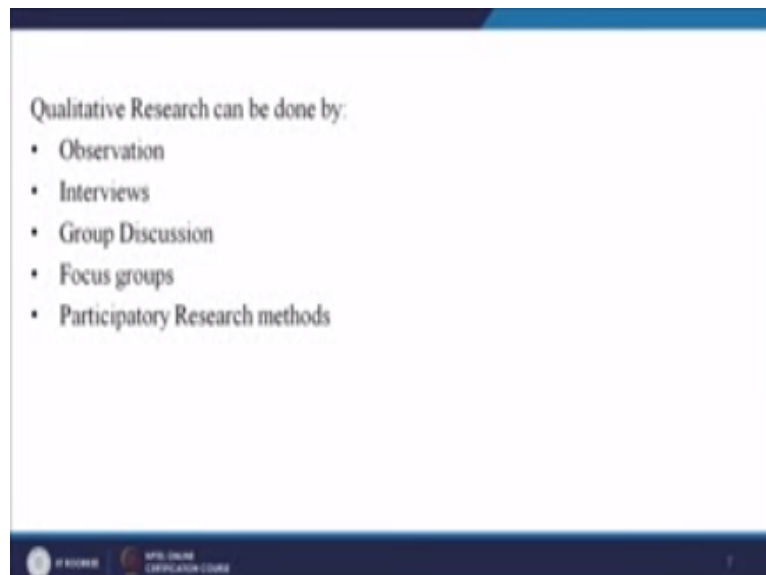
So qualitative research can be done in the which is I said is more successful in the rural markets through observation though interviews you can interact with the you know rural consumers through maybe group discussion for example if you are talking about fertilizers tractors kind of products so you can have a group discussion among the people right or a focus group discussion that means right and you can find out okay what how do they purchase right how do the rural consumers purchase.

For example you know the products a very interesting case I will give you this was done by one of the companies I am not sighting the company this company is representative what did they do it was popularized his products in the rural market so what they did was he sat down in the near the heart is placed were in the markets rural markets are called hearts basically so he sat down there and he brought some of the most big sized vegetables right and he connected to the bags

and tied to the bags of you know the fertilizers and he then connected in some balloons kind of things so that to make it colorful and attractive for the people to come down and watch it okay, what is happening. So when he did that people came by getting an attraction towards the balloons and all and then they found they were surprised by the size of the vegetables for example the pumpkin, the brinjal or something.

So when they were surprised they said how is that so, it so big so automatically the marketing guy being smart he said, okay this is because of this fertilizer. So this we how the rural market works right, so this people they are very simple they go by the face value sometimes right, so they understand by what they see okay.

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So participatory research methods are also very popular we will see, okay.

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## Secondary Data sources

- Industry, commerce and trade associations – FICCI, CII, ASSOCHAM
- Marketing research agencies and associations – Rural Relations, MART, Anugrah Madison, Sampark, Rural marketing Association of India
- Companies – Colgate, HUL, ITC, Rallis India
- NGO's – RASS (AP), Rural Innovations Network (Chennai), CARE (New Delhi)
- Government Agencies – NCAER, RBI, Ministry for Rural Development, Mandal Revenue Offices, Panchayats.

Companies do their own research also like Colgate, HUL, Ralies India, ITC which are mostly they have entered into the rural marketing in a bigger. These are some of the companies ralies India being a Tata group and all they have penetrated into the Indian you know rule and scale every nicely. Some of the NGO's and other government agencies so these people have done enough of research in the rural markets and the data are available with them, right other educational institutions are also there.



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- Educational Institutions – Institutes like NIRD (AP), and NIRMA (Gujarat)
- Media organs – The Economic Times, The Financial Express, Hindu Business Line, yojana, Kurukshetra, RMAI journals and other periodicals
- Worldwide organizations – World Bank, IMF, IFAD, FAO and ILO

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Even ONM also does its own I know they have do it their own rural research right, in a big way.

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### Major sources providing rural data

- Census of India – Largest compilation of rural demographic data
- NCAER (National Council for Applied Economic Research) – Largest sample surveyor in the country, compiles data on demographics, durables and non-durables.
- NSSO (National Sample Survey Organization) – Consumption and expenditure-related data on major products and services.
- DRDA (District Rural Development Authority) – Compilation of district-level data on government-aided projects.
- ICDS (Integrated Child Development Scheme) – Compilation of village-level information mainly on health by aanganwadi workers.

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So these are some of the measures sources providing rural data, for example if you want to know okay, what are the sources from where I can get the rural data these are some of the sources. The earlier one was the bodies and they are sources the census of India, the National Council for Applied Economic Research NCAER then NSSO National Sample Survey Organization, then District Rural Development Authority, Integrated Child development Scheme so these are some schemes or some of the sources from where you can get the rural data, right, okay.

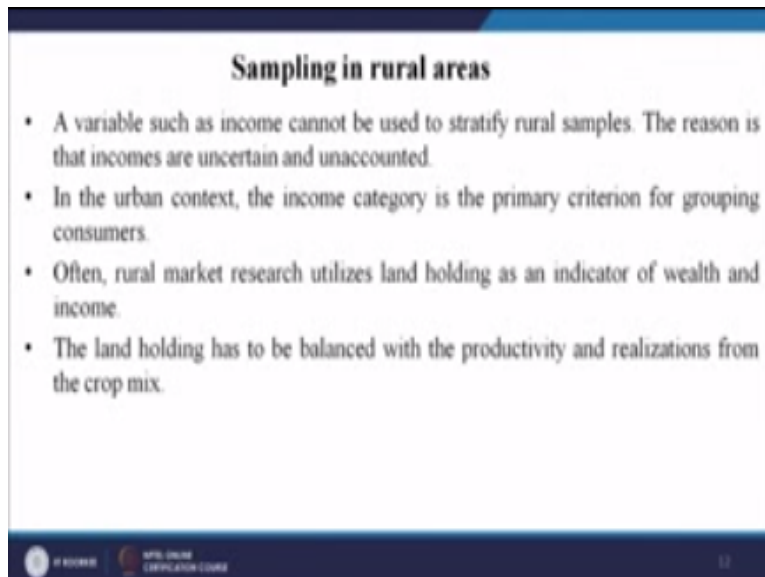
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- In some places, toothpaste and soap are luxuries, whereas in some other places, it is necessity.
- In Haryana and Punjab, hair dye has been used on buffaloes, and washing machines have been used for making lassi.
- In some parts of Rajasthan, utensils are cleaned with ash and sand due to water scarcity. A washing powder would face competition from these alternatives that need very little water.
- Hard water in most villages in Bikaner is the reason for the low acceptance of soap.

Now the washing machines are being used for making lassie so a company who sells washing machines can also make it a kind of a market for it right, can think of it is a market right. So the other examples for example if you look at this, now one has to understand any marketer or anybody if you want to understand the rural market you have to understand that the rural consumer behavior is quite different right.

So again in places where there is a hard water right, in Rajasthan many places Bihar and Rajasthan so you find there is a low acceptance of soap because the soap does not work because the water is too hard right, okay. Now how do you sample in the rural areas.

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**Sampling in rural areas**

- A variable such as income cannot be used to stratify rural samples. The reason is that incomes are uncertain and unaccounted.
- In the urban context, the income category is the primary criterion for grouping consumers.
- Often, rural market research utilizes land holding as an indicator of wealth and income.
- The land holding has to be balanced with the productivity and realizations from the crop mix.

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Okay, sampling in the rural areas can be the researcher has to be very smart enough to understand okay, what is your objective of the study and according to your objective of the study you have to find out okay, what exactly you know who are you looking to, so what is your respondent, who is your respondent, who is your sample we will decide accordingly. Now one is as I told you earlier also in rural market research says that land holding is an indicator of wealth and income and it is not about how much money you have in your bank or something but it is how much of land you have in your bank or something but it is how much of land you have right in the urban context may be income works right, so land holding has to be balanced.

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## Village sampling

Village could be selected on the basis of :

- Population
- Proximity to highway or remote location
- Occupation profile
- Religion : Hindu-dominated or muslim-dominated villages
- Tribal population : tribal or non-tribal.

So there some of things when you are looking in the sample you have to understand who exactly would be your consumer because as I said there is lot of hydrogenate in the market so you have to understand who exactly could be my possible consumer so once the companies can understand this then accordingly they can find the right respondents okay. Now the village sampling for example area sampling we have already discussed area sampling cluster sampling so the rural markets are scattered they are small and you know they disposed so you can there researcher or the marketer can think of making a cluster of villages also a single unit right.

So it could be selected villages could be selected on the basis of population proximity or accessibility to highways or something occupation profile what is the main profile of the people in that village right religion, religion works very importantly at last in a country like India so one has to be very clear when you are trying to go to sell a product whether the religious sentiments would have effect or not right so that has to be seen.

Similarly you want to understand when you talk about rural markets you just cannot go with the similar mindset that you have for urban markets right now for urban markets your data collection is more simpler but for rural markets you have to be extremely careful while you are collecting the data. Now because the person the respondent might be less educated he might not understand your thought process as well so and so problems right.

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### **Data Collection**

- The time-tested sophisticated tools fail to evoke the required response in rural market
- Likewise, detailed questions need to be asked to simplify the inquiry and to pin down the response.
- Rural consumers are comfortable with colors, pictures and stories.
- Rural researchers make use of participatory research methods.

So it has been seen that earlier several sophisticated tools fail to evoke the or generate the required response in the rural markets, so companies thought their ideas would be good brilliant and they would be excepted but in rural markets they bombed they failed okay. So detailed question similarly when people make detail questions it might not work well in the rural market because the rural consumer would not be interested to re did in detail right.

So is there any other way yes rural consumers are more comfortable with color picture stories so one which I gave an example of the fertilizer is a case of similar sub thing similar so visibility so who you can attract the consumer they comfortable with colors so the balloons are red blue yellow green may be so they attracted them right. So in when you talk about getting data from rural market you can use a continuous scale right give them length and say how this is 0 this is suppose the full.

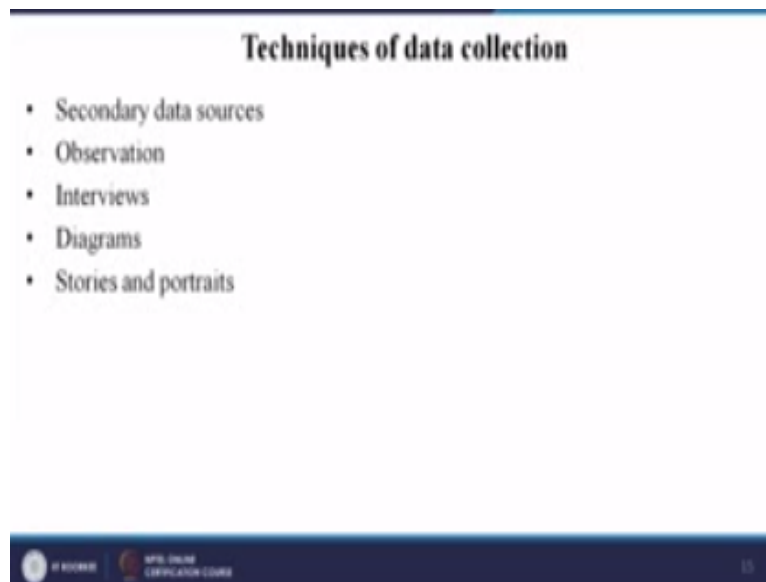
So where do you want to place it as for satisfaction so they might be able to give you a some response or you can give them graphical or face you faces you know for example some smiling face suppose how do you like this fertilizer or how do you like this tractor somebody smile there is a smiling face there is a crying face there is a highly satisfied face so the person can pick it or give his opinion accordingly.

So when he does that automatically you realize well this is what he wants to sell okay, rural researchers make use of participate research methods okay. so we understood now that in the

rural market your data collection techniques have to be smart enough I would not use the word any other word because I would said it smart right.

So if you want to do is similarly as you were doing in the urban it would not work right, so what are the different techniques.

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So secondary data sources already there so different bodies are there I just told then observation now observation method is very important method in the rural markets because when people cannot speak their mind what is in their mind it is better to absorb them how they are selecting something or they are responding to something right.

So that becomes a very important way of understanding or data collection interviews diagrams right face making different faces stories pictures and asking them to how do you relate with it or something like this so all these different techniques are more in to you know like is a method of understanding his physiology okay physiology so if you can understand the physiology it is better you would go in to better response or the you know data collection okay data collection would be most simpler okay so if you remember we had discuss about trimetric perception test story writing you know sentence completion work completion.

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### Participatory rural appraisal (PRA)

- PRA is a Data collection technique in rural market that gets the participants of the research process (respondents) to be actively involved in the research.
- PRA is a set of approaches and methods to enable rural people to share, enhance and analyse their knowledge of life and conditions, to plan and to act. Therefore, it arouses the curiosity and interest of people and they voluntarily and eagerly get involved in the process and they enjoy sharing and analysing about themselves.
- PRA involves local people and outsiders from different sectors and disciplines. Outsiders facilitate local people in analysing information, practicing critical self-awareness, taking responsibility and sharing knowledge of life and conditions to plan and to act.

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So those kind of techniques are more popular quality research parts and more popular interval markets so what is this participatory rural appraisal it is the data collection technique that gets the participants of the process research process to be actively involved in the research so it is has good as suppose a company wants to know how people would buy they would ask to the person to come and select the products right.

A good keep large number of products not necessary their products their competitors products also and then they would be asked to select the product and say and finally say why did they select this products right so by participating they are more vocal and they speak better and more clear okay so it is the method which enables rural people to share enhance and analyses the knowledge of life and conditions.

To plan into an act thus what it is arouses the curiosity of the people and they voluntarily and eagerly get involved in the process so that is what you cannot expect them rural people as I said they are very more or less they are honest and they do not get into too much of complexities so once they are involved in the process once they are part of the process then they explained the process more clearly.

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Advantages of PRA over focus group discussion	
Participatory Rural Appraisal	Focus Group Discussion
Large and heterogeneous in nature, ensuring participation from all walks of life.	Typically small and homogeneous in nature.
As expression is both verbal and non-verbal, even less assertive people can express their views.	A verbal channel – outspoken individuals dominate the discussion
Moderator's role is low, hence information flow is more natural.	Moderator's intervention can be high in evoking response and from all sections.
Attitudes and behavioral change oriented	Action oriented.
On-the spot analysis by participants.	Analysis done by moderators.
Cross checking and validation of data can be done on site by involving other members or groups.	FGD needs to be verified with more FGD till a consensus is reached.

Why and how they did it okay so these are some of the things which have so I am not getting into this in participate rural appraisal focus group discussion there is a small difference this is the difference between the two like this is the PRA is more heterogeneous in nature ensuring participation from all works of life so people is not necessary that a particular kind of respondent would be selective which is their in a focus group discussion right so typically small homogenous groups but that is not in the case of PRA.

And similarly people who are good in speaking generally are part of the focus group discussion but it is not in the case in case of PRA right moderator role is almost negligible in the participatory approach right and in the case of focus group discussion the moderator play's a very important role because he is the one who is going to moderate still than in decision to be arrived okay.

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## Participatory Rural Appraisal

**Key Principles :**

- **Participation and Empowerment** – Relies heavily on participation by the communities, as partners to the research team and sources of information.
- **Flexibility** – Makes use of different techniques for collecting information.
- **Teamwork** – It is best conducted by a local team with a few outsiders present.
- **Optimal ignorance** – It avoids unnecessary details, and irrelevant data.
- **Systematic** – Alternative methods have been developed to ensure the validity and reliability of the findings.
- **Inclusiveness** – Method allows researcher to involve different people.

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So they are some of the differences between the two okay so what are the key principles of the participation participatory rural appraisal the first is participation and empowerment it relies heavily on the participation by the communities right it has very flexible so you might not use only one method of data collection but you can use the multiple number of data collection methods okay.

So by doing that what happens is automatically we have data collection approach becomes richer and more flexible okay teamwork optimal ignorance so it avoids unnecessary details and irrelevant data so data which is not workably importance to the research study can be ignored okay(Refer Slide Time: 24:02)

## Drawbacks of PRA

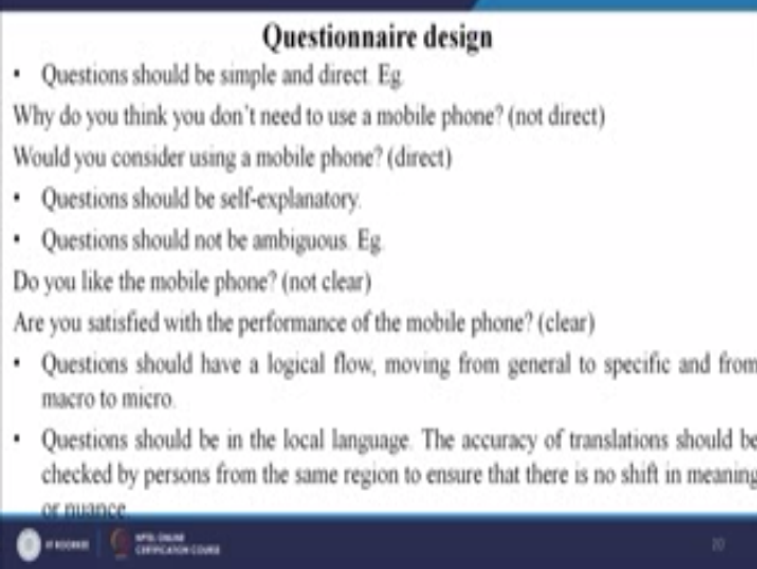
- **Time deadlines** – Insufficient time is allowed for the team to relax and mingle with the local people, to listen to them and to learn about the more sensitive issues under consideration.
- **Credibility** – Individuals unfamiliar with participatory research methods may raise questions about the credibility of the PRA findings.
- **Hijacking** – PRA agenda will be externally driven. This results in legitimacy problems.
- **Disappointment** – Unnecessary local expectations may be raised. Local communities may view it as a wasteful exercise.

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So these are the characteristics the key principles of the and its inclusiveness it is this research method of research to involve various kinds of people so people who might be a consumer or might not be a consumer would also be part of the participatory rural appraisal right but there is a drawback like for example time deadliness so insufficient time is allowed for the team to relax and mingle with the local people to listen to them.

Since the number is not defined it could be a large number so giving time to individuals becomes an understanding them might some time become very difficult okay creditability is sometimes questionable but then till it is much better it is very powerful technique right so these are some of the things okay.

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**Questionnaire design**

- Questions should be simple and direct. Eg.  
Why do you think you don't need to use a mobile phone? (not direct)  
Would you consider using a mobile phone? (direct)
- Questions should be self-explanatory.
- Questions should not be ambiguous. Eg.  
Do you like the mobile phone? (not clear)  
Are you satisfied with the performance of the mobile phone? (clear)
- Questions should have a logical flow, moving from general to specific and from macro to micro.
- Questions should be in the local language. The accuracy of translations should be checked by persons from the same region to ensure that there is no shift in meaning or nuance.

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Now while designing suppose you have understood that rural markets this is how it functions now I have to collect the data so I have to make an instrument questionnaire while making an instrument of the questionnaire. You need to understand that the question should be simple and direct you should not making it very complicated for the rural markets because it is not required

the question should be self explanatory it should be easy right not ambiguous at all right there are some of things that one has to understand and most importantly.

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The question should be in the local language, if you want translate the accuracy of the translation should be checked by the person from the same region, suppose we have collected a data then you have to collect from their local in local language and while transforming and translating we need to be ensure it with the knowledge of the person who got the you know the knowledge of that particular language.

So this is very important that whenever you do a research, you have to be very clear that the local language needs to be kept in mind okay.

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Guidelines for Research investigators		
Aspect	Characteristics of respondents	Dos
Appearance	Simple and culture bound	Dress simply
Greetings	Greetings and conversations are informal. They try to relate and show affection when interacting with others.	Make a courteous greeting with respect to age mentioning a relationship.
Language and culture	Most of them are not literate and unfamiliar with the English language	Speak in the local language. If possible, become familiar with the local dialect.
Rapport	Rural people like to be related. They are open to known people.	Engage the respondents in interaction by inquiring on personal and general issues in a casual way showing concern and respect.
Investigation	Rural people are sensitive. They are slow in understanding and exploring.	Be slow in questioning and getting responses. Be patient.
Overcoming limitations	Villagers speak in groups. They look for social support and approval.	Encourage group interaction. After gaining trust, obtain individual opinions.

Case of the guidelines for the research investigators appearance for example, it should be simple and culturing the bound because well marketers well people or sensitivity to the culture. So if they do not connect with you they will not open up, they will not participate okay. So greetings a courteous greeting win respect to age mentioning in the relationship is very important. Language speaking in the local language is extremely important we have already discussed.

So there are some of things right, the flow in the questioning and getting responses, when you are conducting a research, you cannot be as fast as you are in no conditions because we are the people are slow they have their own space, their own time, so they are not in the hurry. So if you are in a hurry, then they might not appreciate it, they might not give you the true picture, so encourage group interaction right after gaining trust.

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### Some important don'ts for research investigator

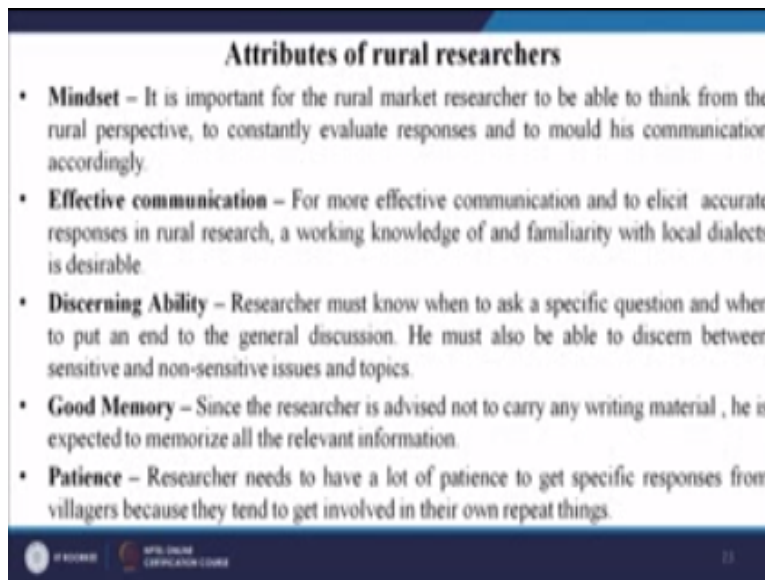
- **Don't pretend** – Villagers look at a newcomer with some degree of apprehension. Avoid promising benefits that you cannot offer.
- **Avoid direct inquiry** – Do not ask direct questions when conducting an interview in the presence of others.
- **Don't touch** – Touching the arm or placing a hand on the shoulder of a villager without first establishing an intimate relationship is not desirable.
- **Avoid suspicious behaviors** – Villagers are traditional in their outlook. In view of this, male researchers should not talk to women without a female assistant.
- **Don't become controversial** – Avoid speaking about village politics or raising controversial issues that may lead to heated arguments and disputes.

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What should not you do? Do not pretend, avoid direct enquiry, do not touch, sometimes touching the arm or placing the hand on the shoulder might not be desirable right. Avoid suspicious behaviors; behaviors are traditional in the outlook. So male researchers should not talk to women without the female assistance, so if you are speaking to some women and you are male and directly if you do that, you mean into trouble, so you should avoid it.

Do not get controversial, when you get into real research, you need not discuss about the village politics, and you need not get into the heated argument right. What should be the ideal characteristics?

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### Attributes of rural researchers

- **Mindset** – It is important for the rural market researcher to be able to think from the rural perspective, to constantly evaluate responses and to mould his communication accordingly.
- **Effective communication** – For more effective communication and to elicit accurate responses in rural research, a working knowledge of and familiarity with local dialects is desirable.
- **Discerning Ability** – Researcher must know when to ask a specific question and when to put an end to the general discussion. He must also be able to discern between sensitive and non-sensitive issues and topics.
- **Good Memory** – Since the researcher is advised not to carry any writing material, he is expected to memorize all the relevant information.
- **Patience** – Researcher needs to have a lot of patience to get specific responses from villagers because they tend to get involved in their own repeat things.

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He should have the mind set to think like a real villager right and constantly well hidden response. Effective communication, so more effective communication as the accurate responses in rural research right, then he should have the ability, when to ask a question and when to finish it. So you should know when should I bring in the question and a new idea and how do I finish it, so sensitivity issues need to be handled delicately. Nobody has to be good enough all the time you may not right because they might become little scare.

Because they are living in the life you know a different life, like go to somebody what is not desirable are not good for them. So one should avoid these situation and patience finally.

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Colours and Associations		
Colour	Rating	Association
Dark Green	5	Represents a good crop or hariyali and hence represents prosperity. It is considered to be the best.
Light Green	4	Represents a Not very good crop
Yellow	3	Represents Dry sand or a dry field
Orange	2	Represents Setting sun and the end of the day
Red	1	Represents danger

Now coming to the colors and association, so as I said real images and real people are more open when they understand you much better, when you ask questions, the question as to be in a local dialogue or when you are using colors they become more attracted right. so for example , this is the research thing which has been said, you know instead of giving 1, 2, 3, 4, 5 as numbers which they might not understand, if you give it red, orange, yellow, light green and dark green.

Because red is 1, it is danger, orange is setting sun end of the day 2, yellow dry sand dry field 3, light green is not a very good cloth 4 and dark green is very good cloth 5. One needs to understand how we are going to conduct the rural research so what are the right. locations for conducting the research rural research the best places are the shops and the places where people are coming for a discussion for relaxation right so if you get hold of people to discuss with them they are more free and open to your ideas okay tea stall, play ground, chapel where the mostly the discussion happens and even in heart.

So these are some of the places where the research can be rural research can be conducted okay well this is all that I discussed about rural research but again tell me tell you one thing that rural research can be very successful to improve the bottom line of companies like LG have done it extremely nicely extremely well by introducing the you know brand of TV like Sampoorna and plus which they brought into the rural market they brought even washing machine and refrigerator looking at the rural peoples need.



And you know they want so when you can do this kind of designs even recently ICCI they tired up with some of the dairy companies to sell their insurance policies right so the question is rural market is there it is large it is hugely available but the question is it is still not attractive for some marketer because they feel it is too scared and it is not a economy scale and they do not find that the same standardize product could be possibly sold yeah that is possible very much possible but one has to understand that 70% of the market still lives in the rural India right.

So if you want to be if you want to open a if you want to increase your bottom line your profits every marketer has to understand the requirement and need of the rural consumers and accordingly develop products for them and sell it to them right for example Marathi came up with a very interesting idea to you know they associated the sales of a car with a Brahmin now Brahmin mean the one who breaks the coconut to make it more auspicious right.

So by doing such things Mahindra and Mahindra recently did one good thing they said not only the vehicle but the health of the driver who is running the vehicle is also equally important to them so by having such slogans such things they have become they made it very attractive to the rural consumers so this is what we have in the rural market for the researcher thank you very much.

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