

# The Effect of Globalization, Global Brands and Rural Marketing Strategies on the Rural Consumer

Neha Patel and Arpita Amarnani

*Faculty Member, Som Lalit Institute of Management Studies, Ahmedabad*

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**Abstract**—*In the recent years, due to globalization, the presence of multinational companies and their global brands is felt everywhere. Rural markets, particularly in emerging Asia (Indonesia, India, China and Vietnam) represent the last frontier for global brands looking to expand into newer geographies.*

*With a population already in excess of one billion people, India has caught the eye of multinational corporations across the globe as a place of opportunity for exploring new markets. The recent slowdown in growth in the broader economy has made rural markets more attractive as marketers try to restore top-line growth. The rural consumer in spite of market attractiveness in sale units was ignored till recently because of the scale of investment required, creation of a distribution channel and customization of strategies among other things, but has now gained enthusiasm and attention from most global brands present in India.*

*Now, with the presence of global brands all making a foray in this market, his choices have augmented and a relationship with branding has gained importance. Of even greater salience is the examination of how such flows impact cultural patterning and establish linkages across cultural boundaries. Electronic media has penetrated the remotest of the villages of India exposing him to Hollywood, Bollywood, advertisements, soap operas, worldwide news and video games. Soft drinks, white goods, Cosmetic and FMCG brands have penetrated this market. Cultural interpenetration, cultural contamination, cultural pluralism and hybridization while by no means new, have been little studied to date. It is important to understand the changes that have resulted because of the presence of these brands on rural consumer and his culture. Has it affected the celebration of festivals, marriages and other religious occasions? Has exposure to global brands changed some ritual, beliefs, myths that were part of the rural community? Has interaction with media changed his dressing and food habits?*

*An attempt has been made to understand these phenomena and the implications for marketing would undoubtedly provide fruitful avenues for understanding the dynamics of cultural change.*

**Keywords:** *Globalization, Global Brands, Rural marketing, Culture, Consumer behaviour*