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The Development of Rural Marketing with Special Reference to Tribal Communities in Manipur: A Literature Review

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Abstract

The paper relates the importance of the customization of the products and attuning the products to the Tribal's cultural domains i.e. their practices, systems, beliefs, and their naturally acceptable ways of life. The paper reviews the penetration of the various brands among the tribal communities. The development of rural marketing touches the lives of the tribal communities through which tribal communities inculcate and imprint the line of work mindset leading to the development of micro-industrial activities and sustainable development among the tribal communities. The paper focuses more on Tribal communities.

Keywords: Tribals, cultural, brands, micro-industrial, sustainable.

Introduction

1. Marketing

Marketing includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement, and selling products and services to consumers. Marketing is the key component of any venture and includes aspects like writing product descriptions, designing website pages, improving customer services, establishing business & market segments, and conducting market research. Marketing involves strategies that aid in the growth of a business venture. (The Economic Times).

Marketing increases brand awareness among the target audience and aids brand visibility while roping in new consumers. Strong marketing campaigns help in increasing market share. The business world is strongly competitive, and these marketing campaigns help in boosting market shares. Marketing is strongly based on market research, and one of the primary objectives of marketing is to launch products and services based on the market's needs and improve return on investments strategically.

Marketing helps challenge the brand to expand the business and get introduced to new local, national, and international markets, a positive marketing plan can boost business profits and optimize the conversion funnel. The most obvious objective of marketing is to boost sales, increase customer loyalty, and capture new leads (The Economic Times). The concept of brand tribes or consumer tribes in marketing refers to the development of consumer-to-consumer engagement through the emergence of neo-tribal values such as rituality and group locality.

2. Rural Marketing

"The soul of India lives in its villages" - Mahatma Gandhi.

This famous observation made by Mahatma Gandhi many years ago still holds true. The rural population comprises the core of Indian society and also represents the real India. Therefore, it is our responsibility to build a system that delivers basic social infrastructure to the rural people in an effective manner. To ensure that the fruits of India's progress are shared by all sections of society, the government has identified several elements of social and economic infrastructure, critical to the quality of life in rural areas (htt13).

Two-thirds of the world's population, particularly in developing countries, resides in rural regions. And, the majority of the rural population relies on agriculture and related activities for a living (Rural Marketing: A Detailed Guide For 2022).

The government defines 'rural' as any area with a population of under 5,000 and a population density of less than 400 per sq km, with more than 25% of the male population engaged in agricultural pursuits (Times).

Rural Marketing is the process of developing, pricing, promoting, and distributing rural-specific goods and services leading to exchanges between urban and rural markets that satisfy consumer demand and also achieve organizational objectives (Rural Marketing: A Detailed Guide For 2022).

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Rural marketing is the process of producing, marketing, and turning rural people's spending into an effective demand for specific products and services to achieve the organization's goals and objectives (htt12).

According to **T.P Gopalaswamy**: Rural Marketing is a two-way process that encompasses the discharge of business activities that direct the flow of goods from urban to rural areas (manufactured goods) and vice versa (agriculture products) as also within the rural areas."

According to **Thomsen**: The study of Rural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced food, raw materials, and their derivatives, such as textiles, from the farms to the final consumers, and the effects of such operations on producers, middlemen, and consumers."

According to the **National Commission of Agriculture**: Rural marketing is a process that starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre- and post-harvest operations, assembling, grading, storage, transportation, and distribution.

Rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by non-agricultural workers from rural to urban areas.

To be precise, rural marketing in India Economy covers two broad sections, namely:

- i. Selling of agricultural products in the urban areas
- ii. Selling of manufactured products in the rural regions

The rural market in India is not a separate entity in itself and it is highly influenced by the sociological and behavioural factors operating in the country. Conceptually, rural marketing is not significantly different from urban marketing. Marketing manager has to perform the same tasks, but differently in rural marketing. It can be said that marketing is not different, but markets (buyers and users).

In rural marketing, a firm has to undergo marketing efforts to satisfy rural segments, which notably differ from urban segments in some aspects. At the same time, we must note that increasing literacy rate, improved sources of income, awareness due to improved and increased means of communication and transportation, high rate of mobility within and between countries due to liberalization and globalization, and many other such reasons, some customers are likely to be identical.

Even, a few rural customers seem cosmopolitan! So, one can find customers with different behaviour patterns within a village or a town. In the same way, most products are commonly used in both urban and rural areas. In some aspects, both rural and urban customers behave in homogeneous patterns. Some Indian customers have become global and cosmopolitan!(Jaideep).

The rural market has been growing steadily over the past few years and is now even bigger than the urban market. About 70 percent of India's population lives in villages. More than 800 million people live in villages in India. 'Go rural' is the marketer's new slogan. Indian marketers as well as multinationals, such as Colgate-Palmolive, Godrej, and Hindustan Lever have focused on rural markets.

Since ancient times, Indian villages had the concept of village markets popularly known as village haats. The haats are a gathering of local buyers and sellers. The barter system was quite prevalent, which continues in several places even today. Haats are a weekly event and are central to the village economy (CHAKRABORTY, 2019).

The rural market has grown steadily over the years. Demand for traditional products such as bicycles, mopeds, and agricultural inputs; branded products such as toothpaste, tea, soaps, and other FMCGs; and consumer durables such as refrigerators, TVs, and washing machines has also grown over the years. Development of infrastructure facilities such as construction of roads and transportation, communication networks, rural electrification, and public service projects in rural India, which has increased the scope of rural marketing.

The standard of living in rural areas is low and rural consumers have diverse socio-economic backwardness. This is different in different parts of the country. A consumer in a village area has a low standard of living because of low literacy, low per capita income, social backwardness, and low savings. The rural consumer values old customs and traditions. They do not prefer changes. Gradually, the rural population is changing its demand pattern, and there is demand for branded products in villages. The urban products cannot be dumped on the rural population; separate sets of products are designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumers (CHAKRABORTY, 2019).

Despite the potential for growth in the rural market, companies face several challenges when trying to reach and sell to rural tribal consumers. Challenges include limited infrastructure and transportation, limited access to technology and information, and limited access to credit and financial services. Above which marketers may face cultural and language barriers, as well as limited access to distribution channels. To go along, with these challenges, marketers need to adopt innovative marketing strategies that are tailored to the unique needs of the rural market.

To overcome the challenges faced in rural marketing, Marketers or companies need to adopt innovative marketing approaches that are tailored to the unique needs of the rural market. Some strategies that marketers/companies can use include using local sales representatives, partnering with local organizations, and providing education and training to rural consumers. Additionally, companies can use mobile and digital technology to reach rural consumers and provide them with information about their products and services (htt14).

To smoothen marketers' goal to penetrate the nook and corner of the tribal communities. In the first place understanding the unique values and culture stands paramount for which the meaning of the tribe needs to be very clear on the part of the marketers. There are several definitions defined by many authors and well-known personalities. In a simple term "tribe" is defined as "a community based on common codes", according to the Larousse dictionary. Michel Maffesoli, the sociologist, specifies that it is characterized by shared rites and behaviors. In marketing jargon (and contrary to the Larousse definition), it is common to differentiate the terms "tribe" and "brand community":

- A tribe is a group of individuals who share common codes, values, or consumption habits.
- A brand community is a group of individuals gathered around a BtoB or BtoC company. This community can be a community of customers, employees, partners, prospects... Whatever the type of BtoB or BtoC community, the brand plays a central role in the creation and animation of this community(Quincé, April 15, 2022).

An interwind with Tribal marketing as tribal marketing is the process of segmenting audiences based on shared beliefs, affinities, and interests, instead of clustering by demographics such as age and gender(Tri).Tribal marketing can be considered as a fraction difference from the other brand penetration. It has their identity values and the shared values so to say togetherness is the cornerstone of their identity. where helping one another through one day I'll work in your paddy field and on the next day I work in your paddy field are some of the characteristic values they possess.

Tribal marketing attempts to create social groups or communities around a product or service. It recognizes that products and services do not only have a use value but also a "linking value" that facilitates the co-presence and communal gatherings of tribes. An example of a tribe in which members have a great influence on the travel behaviour of others and which, as groups, can have a considerable impact on a destination (Gretzel, Fesenmaier, & Formica, 2005).

Thus, looking at the opportunities, that rural markets offer to marketers, it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage.

3 Tribe

A tribe is a group of people, usually staying in jungle areas, in a small locality, absolutely illiterate poor, hardly clad in clothes, usually dark and frail, fully living within their community whose marriage always takes place among themselves, engaged in hunting and searching for roots, shoots, and fruits as their veg food and roasted animals as non-veg food, completely oblivious of the country's political and economic condition, resisting all efforts of development and have a strong dislike for strangers and educated modern community(Pankaj).

"Indigenous and tribal peoples" is a common denominator for more than 370 million people, found in more than 70 countries worldwide. Indigenous and tribal peoples have their own cultures, languages, customs, and institutions, which distinguish them from other parts of the societies in which they find themselves. Indigenous and tribal peoples are often known by national terms such as native peoples, aboriginal peoples, first nations, Adivasi, janajati, hunter-gatherers, or hill tribes.

Given the diversity of peoples it aims to protect, the Convention uses the inclusive terminology of "indigenous and tribal peoples" and ascribes the same set of rights to both groups. In Latin America, for example, the term "tribal" has been applied to certain Afro-descendent communities(International Labour Organization). The community with a distinct culture, which is continued since the evolutionary phases, is assumed to be an "Adivasi" or tribe in India. Lucy Mair: "A Tribe is an independent political division of a population with a common culture".

These communities vary across the cultural platform with diverse features and also these diversities say a lot about their pattern of adaptation to the varieties of climatic conditions and geography. We can better understand the tribe from the following as it is discussed by different scholars. S.C. Dube (1990) has listed the following characteristics of the tribal groups in India: a) Tribals are not the original inhabitants but the oldest inhabitants of the land. Being the earlier settlers of the soil, tribals are considered the indigenous population. b) In India, tribal populations have continued for centuries along with the non-tribals. c) Most probably these populations were forced to live in remote areas or in isolation though originally it is not always that they were the forest dwellers. d) Mythology says about their history which is not beyond three/four generations.

Oral history is a significant source to reconstruct the history of the preliterate communities. e) The traditional techno-economic features are of subsistence level. f) Except for some tribes having leaders as rulers or land owners (Gonds, Ahoms, Cheros), most of the communities are non-hierarchic and undifferentiated. g) The cultural attributes are distinct to the community, such as language, beliefs, worldviews, customs, and the like(Anthropology of Indian).

4. Tribals in Manipur

Manipur is a multi-ethnic state located in the easternmost part of India. It has a total population of 28, 55,794 according to the 2011 Census of India covering an area of 22,327 square kilometers. Out of this, 58.9% represents the valley population and 41.1% represents the population of the hills.

The hills are inhabited mainly by the tribals with a total population of 11, 67,422. Of these, there are 33 recognized tribes (in Manipur) that either fall under the Nagas or the Kukis, the two different conglomerates of Manipur tribals. The two communities are differentiated mainly by their distinctive dialects, costumes, cultures, and traditions. The Nagas has a history of headhunting and a strong warrior tradition whereas the Kukis are a sub-family of the Tibeto-Burman language group which is also related to Mizos of Mizoram and Chins in Myanmar.

The recognized tribes who made their home in Manipur for years now are Aimol, Anal, Chiru, Chothe, Gangte, Inpui, Hmar, Kharam, Khoibu, Koirao, Kom, Lamkang, Liangmai, Mao, Maram, Maring, Mate, Monsang, Moyon, Paite, Poumai, Purum, Ralte, Rongmei (Kabui), Simte, Suhte, Tangkhul, Tarao, Thadou, Thangal, Vaiphei, Zeme and Zou.

All the tribes generally communicate in their dialects among the same ethnic groups while communication between different groups is carried out in Meitei or Manipuri language, the official language of Manipur. Despite the socio-political and linguistic differences among them, all the ethnic tribes originate from the same Mongoloid group having similarities in cultural and traditional domains. Rice is consumed as the main food by all tribes of Manipur whereas meat, fish, and seasonal vegetables are the favorites (A Glimpse of the Indigenous Tribes of Manipur).

5. Methods

The goal of this study was to better understand the fundamental aspects of rural Marketing and the development of marketing for tribal communities. The focus was on the perception, characteristics, or behaviors of the brands by the tribal communities. Secondary sources of data have been the primary data relating to the studies. Primary sources include personal interviews with some personnel about the marketing by various brands.

6. Discussions and Results

A brand tribe differs from a brand community in which tribes lack long-term commitment to the group, and do not locate their socialization around a single brand. The notion of consumer tribe refers to a multiplicity of commercial and non-commercial social groupings, characterized as impermanent, fluid, and ephemeral(Wikipedia). The characteristic features of tribes are: a) Particular geography b) Specific cultural practices c) Language/dialect d) Egalitarian in nature e) No hierarchy f) Endogamous group g) Lack of occupational specialization h) Traditional technology in economic pursuits i) Social networking based on kinship (Anthropology of Indian). Community and lineage were significantly related to brand loyalty, with a sense of community demonstrating the most decisive influence and loyalty can be built through brand tribalism across strategies that foment collective social identity and friendship sentiments among brand consumers(Filho, Chinelato, & Couto, 2022).The tribal communities are more on the products which emphasize the products more to the tribalness in nature.

Where the products give more importance to the tribal customers in terms of the daily usage of the customers. The tribal communities' basic food is rice and the brand focusing on such main areas could be a vital point where it could penetrate the deep areas of the tribal communities and could sustain the products brands. The various enterprises of the states have introduced brand products such as Cho-hao cookies which is a value-added product from the traditional black/white sticky rice.

People perceived it as a product made from the products of traditional sticky rice. And they understandably bought the products and consumed them. Acceptability and hygiene are some of the basic areas tribal communities relate to the products which could lead to a chain reaction i.e. it could pass it to fellow brothers and sisters for further application of the products. Leading to the possibility of penetration and more deliveries of the products to the tribal communities.

6.1.1 Rural (Tribal Life)

The Tribes in India were occupied by groups of nomadic people, who survived based on hunting and the gathering of wild fruits, tubers, and edible roots. The objects such as bows and arrows, a dagger, an axe, a digging stick, some pots and baskets, and a few tattered rags constitute most of the belongings of the tribal people. Their dwellings are normally made of a thatched hut in one of the minor arrangements where they reside during the monsoon rains and during the winter season.

But during the summer seasons, tribal societies divide up and individual family groups set a camp in the open, under overhanging rocks, or in temporary leaf shelters. Tribals are normally nuclear families, consisting of a man, his wife, and their unmarried children. For all practical purposes, husband and wife are associated with equal rights, they have similar rights in making decisions, and this equality of status means that the family may live with either the husband's or the wife's tribal group.

Each such group holds hereditary rights to the acquisition of land, and within its boundaries, its members are granted rights to hunt and collect edible roots and tubers. The tribal groups are characterized by a strong sense of independence and personal freedom. No tribal group, in any part of the country feels bound to any particular region, and they possess the ability to transfer from one group to another; the men and women are free to select their companions with whom they desire to be part of their day-to-day lives.

Marriage rules are based on the exogamy of patrilineal clans; as long as they examine the rules of clan exogamy young people have the right to choose their life partners. Spouses can disconnect from each other without any formal procedures, but the kidnapped of a woman who is still living with her husband is condemned as morally wrong. Tribal communities reside in different kinds of ecological and geo-climatic conditions ranging from plains and forests to hills and inaccessible areas; the social, economic, and educational development states amongst the tribal groups vary by the areas, regions, their way of life, and occupations that they carry out. While some tribal communities have implemented a normal way of life, they are very simple in their lives and are even secluded from the other groups of people(Rao, 2022).

For example, a kaadar boy living in the Anamalais sits in a corner with some bamboo and gets to work.

He smoothens the reed, creates sharp teeth, and polishes it to a shine. Then, he carves out elaborate designs — a comb. It is for his beloved. If she accepts the comb, she becomes his. When the Malayaalis go looking for a prospective bride, they swirl a stick in the air to let people know they are coming. If the prospective bride's people take the stick inside their home, it means the proposal is welcome. If the stick is thrown back, the bridegroom's party returns without protest(RAO, September 17, 2012). This is how the tribal communities in different parts of the countries practice the traditional folklore practices from the time in memory.

6.1.2 Brand products among the Rural Tribal communities

Brand tribalism is a better predictor of the strength of brand relationships than the long-term brand reputation itself(Veloutsou & Moutinho, 2008). Global Village, as presented by McLuhan, is a situation where modern technologies would connect all people worldwide. This interconnectedness implies that people worldwide can connect and share information and experiences even when they are not physically close.

Technology has reached the level that in almost every nook and corner of our country people are with the cell phones reaching out to one another and everything has become easier and on one palm hand. The popular brand COCA-COLA and the associated soft drinks, chips such as Lays, Uncle Chips, Britannia parle-g, and detergents (surf), noodles, etc have become a necessity in the life of the tribal communities from young generations to adults.

These are all related to the penetration of the brands along with the culture and practices of the mass of the tribal communities and the ways of life that have accepted the products as the product interwind the culture and the demand. Marketing managers on the other hand should look more carefully at the tribal groups formed around shared passions and find new ways to support those groups and thus build a strong relationship between the group members and the brand(Klöf, 2020).

6.1.3 Development among the Rural tribal communities

Marketing of brand products to the tribal communities could be one way to enhance the circle of market coverage. At the same level enhancement of awareness, advertisement and educational coverage to the tribal communities could be one best possibilities for the penetration of tribal marketing. The importance of brand tribalism to a marketer and a brand is that a member of the tribe always supports all products from the brand, even if they are in the middle of an economic crisis or any other worse situation (Bumrerb, 2021).

In the first instance, the perceived advertisement/education among the communities or leverage of the literacy level to the mass of the tribal communities could stand a big hurdle unless a meaningful recognition of tribal culture, language, cognitive strength, curriculum, and inherent learning ability of the tribal children is addressed (Mohanty, Tuesday 22 December 2020). There is a need to respect and value the culture, traditions, mannerisms, languages, and cultural heritage of the tribal people and the students.

Development among tribal societies should focus on educational programs that motivate keeping tribal youth integrated into their own culture. Working with the tribal leaders is key to ensuring their active participation and cooperation in sensitization programs on the importance of education (Mohanty, Tuesday 22 December 2020). "Tribal communities will have to be elevated economically and educationally for promotion of a socio-economically integrated healthy society in the remote pockets," (Daniel said).

As it has been the 'Education and Awareness about the products and the values in it' through proper understanding of the values and practices of the communities could be an important indicator of tribal development for the sustainability of the brand products.

Table 1 relates the focus of the Government to the overall development of STs and to bring them to par with the other communities in the country. The government has taken various steps for the development of tribals under the Development Action Plan for Scheduled Tribes (DAPST), of the schemes of the obligated Ministries/Department (Bureau, 14 NOV 2023).

Table 1.

Sl. no	Development/ improvements in the socio-economic conditions of the Scheduled Tribes (STs)
1	The literacy rate for STs has improved from 59% (Census) in 2011 to 71.6% (as per Periodic Labour Force Survey (PLFS), July 2020 - June 2021), bringing down the gap between overall and ST literacy from 14 percent between 2001-2011 to 7.5 percent between 2011-2021.
2	The Gross Enrolment Ratio (GER) at the upper Primary level has improved from 91.3 (2013-14) to 98 (2021-22).
3	GER for ST students at the secondary level (IX-X) has increased from 70.2 (2013-14) to 78.1 (2021-22).
4	GER for ST students at the senior secondary level (XI-XII) has increased from 35.4 (2013-14) to 52.0 (2021-22).
5	GER for ST students at higher education levels has increased from 13.7 (2014-15) to 18.9 (2020-21).

The above table relates to the importance of the enhancement of the educational level among the tribal communities. The table pictures the development of the tribal communities as the data shows the rise in the literacy level through which the people come to the domain of the various brand products circulating around. On the other hand, Rural Marketing in one way or another inculcates the preamble of United Nations sustainable development goals and visions.

Goals and targets, set out a supremely ambitious and transformational vision. It envisages a world free of poverty, hunger, disease, and want, where all life can thrive. It envisages a world free of fear and violence. A world with universal literacy. A world with equitable and universal access to quality education at all levels, to health care and social protection, where physical, mental, and social well-being are assured.

A world where commitments regarding the human right to safe drinking water and sanitation where there is improved hygiene; and where food is sufficient, safe, affordable, and nutritious. A world where human habitats are safe, resilient, and sustainable and where there is universal access to affordable, reliable, and sustainable energy (Nations). Infrastructure development such as roads, small-scale industrial units, PHC, schools, etc, could well address the visions and bring about change of development by enhancing the various product lines along the tribal communities.

Rather than penetrating the brand products to the tribal communities setting up manufacturing units can bring about change to the rural tribal communities in a bigger and positive picture way. Where entrepreneurial opportunities can be created among the rural tribal communities. This leads to the creation of entrepreneurial traits and embedding such opportunities creates jobs, morale, dividends, savings, etc.

Thus, SDG visions and goals of a sustainable approach to development could be realized through rural marketing through the inculcation of entrepreneurial traits. Above all the vision of the new India **Atmanirbhar Bharat Abhiyaan** or **Self-reliant India**, the aim is to make the country and its citizens independent and self-reliant in all senses. Five outlined pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography, and Demand (htt15). This is the basis for the nations to realize and this can happen only through the development of the far-flung rural tribal communities, and the visions of the Father of the Nation Mahatma Gandhi's view on Sarvodaya meaning the welfare of all, and can be possible through the development of the Markets among the tribal communities.

There is a saying no country can claim economic growth when sections of the people are marginalized. India is home to 22 percent of the world's poor. Reduction of poverty in India, is, therefore, vital for the attainment of MDGs and SDGs. The poor's entrepreneurship, a participatory transition through self-employment, is readily recognized as a means of circumventing existing power structures, and embedded gender inequalities and gaining agency through improved financial status, which can be possible through the state livelihood development program interventions like the Prime Minister's Employment Generation Programme (PMEGP), particularly in the north-eastern region of India

PMEGP was found to be an effective livelihood measure to ameliorate poverty, and unemployment and reduce social and economic disparity among the beneficiaries. Many educated youths including women have benefitted from this scheme to live a decent life in society. Finance is considered to be the lifeblood of any business concern. PMEGP helps to solve the problems of operational and seed capital (Jena & Mihu, 2018).

Above all gone are the days when tribals were reluctant to the development addressed by the government of India. Now the provision of compulsory education up to 14 years starting from the age of 6 years ((Constitution), directly or indirectly paves the way for tribal development though hesitation and reluctance from the different parts of the country and states at some point of time yet as per the data released by the government there is a picture of positiveness towards the objective of the Government policy of tribal development.

Brand product development and inculcation of the enterprise traits among the tribal communities are one of the bases for the equity approach of social development among the diverse communities of the state and the country. The positive note of development among the tribal communities in terms of various products as the **(Tribal Co-Operative Marketing Development Federation of India Limited Ministry of Tribal Affairs, Govt. of India)**.

Tribal Textiles, Tribal Jewellery, Metal crafts Bamboo & wood Craft, Van Dhan Naturals Gift & Assortments Tribal Paintings Pottery are some of the products produced by the tribal communities through the backing and in association with the Ministry of Tribal Affairs Government of India (Tribes India, The art & soul of India). The end product and for marketing, for example, Saura Painting, Kantha Work Cushion Cover, Handwoven Tussar Silk Saree, Kantha Embroidered Cushion Cover, Pattachitra Painting, Gold & Red Neckpiece, Tribal Paintings Tribal art in India expresses itself through varied mediums such as Pithora & Gond paintings bringing vitality & exuberance to all its manifestations, Araku Valley Coffee, Aadim Red Cum Brown Rice, Pressure Cooker Stone, Bamboo Tableware, etc.

As the development penetrates the tribal communities, the tribal communities of the brand products too have risen it has enhanced the prospect of enterprise ideals for the sustainable approach in terms of the creation of jobs, savings, morale, and social acceptance among the communities. Thus, the future of tribal communities for start-up prospects and for marketing the product and micro-industrial stands on the bright side.

7. Conclusion

Rural marketing indeed plays a vital role in the development of the tribal community. The development of Rural marketing could only be a success with the acceptability of the brand products and services by the tribal community. The inculcation of the products or services can only be smoothened through the understanding of the values, cultures, and practices of the folklore of the tribal communities.

The perforation of the products could only be possible through the awareness and enhancement of the infrastructure facilities and giving importance to the social domain of the tribal communities. By focusing on your target audience's needs, desires, and values, you can tailor your marketing messages and product offerings to resonate with them on a deeper level (Bisht, Apr 27, 2023).

Rural marketing could enhance the development of the business mindset in the tribal communities where a greater role in the inclusive growth of the tribal communities along with the mainstream could be realized through the provisions of government assistance example PMEGP and many other schemes for equity development of a society. The Government of India along with Policy analysts and educationists, and most importantly the marketers in a holistic manner could penetrate and bring a holistic development of the tribal communities' hence entrepreneurial among the tribal communities could be inculcated for the alleviation of tribal communities from the domain of inequity that have been prevalent.

8. Suggestions and Future Studies

The paper has shortcomings as the paper relies more on secondary data/ literature from Google Scholars and verbal interviews among the tribal communities. To have a better and deeper understanding of the topic, it can further analyze the data through a pragmatic approach by the usage of open-ended questions as well as a qualitative approach to have in-depth answers to the topic. Further, the researcher identified that existing theories cannot provide any proper solutions to fulfill the requirements of the topic. It shows that there is a theoretical gap as well. Therefore, the researcher suggests that further research should be carried out on the topic.

“Gandhiji's ideal society is a society with equity among all members including tribals in fundamental necessities of life including education”

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