

Factors Affecting the Success of Rural Marketing in Sri Lanka: Special Reference to Small Electric Appliances

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The rural market can be identified as a solid utility market opportunity that can be exploited through better marketing strategies. Rural marketing is a marketing strategy that involves planning and implementing marketing activities in rural areas to achieve marketing objectives. Sri Lanka consists of many rural areas. Therefore, the objective of this study is to identify the factors affecting the success of rural marketing in Sri Lanka. In conducting the research, the 4As model was determined as a theoretical model. The 4As model is customer-centric and the 4Ps is an organization-oriented model. Therefore, this study is based on customer opinions. The main objective of this study is to identify the factors influencing the success of rural marketing strategy in Sri Lanka and identify the most influential factors. A structured questionnaire was used to collect primary data and then pilot tests were conducted based on samples from 16 rural consumers. The final survey data was collected from 125 rural consumers living in Monaragala through an online questionnaire, and then the collected data was analysed using SPSS (Ver: 25.0) software. Based on the results of the multiple regression analysis, affordability is considered to be the only factor that has a significant impact on the success of rural marketing. Therefore, based on experience, it is concluded that affordability plays an important role in rural marketing in Sri Lanka.

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