IMPACT OF PROMOTIONAL TOOLS ON CONSUMERS' BUYING BEHAVIOUR AT RURAL MARKET WITH REFERENCE TO GUNTUR DISTRICT, ANDHRA PRADESH

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KEYWORDS	ABSTRACT
Promotional tools, Consumer buying behavior, Rural market, Advertising, Sales promotions, Personal selling, Direct marketing. Rural consumers	This research aims to examine the impact of various promotional tools on consumers' buying behavior in rural markets, with a specific focus on Guntur District, Andhra Pradesh. Rural markets differ significantly from urban ones due to factors like income levels, literacy rates, and access to technology. Promotional tools such as advertising, sales promotions, personal selling, and direct marketing are critical in influencing consumer purchase decisions, particularly in rural markets where access to information and buying options may differ from urban areas. The study investigates how these tools shape perceptions, create awareness, and ultimately drive purchase decisions among rural consumers. Through surveys and data analysis, this research explores the effectiveness of these promotional strategies and identifies the most influential factors in shaping consumer behavior. The findings are expected to provide valuable insights for marketers aiming to tap into the growing potential of rural markets, helping them tailor their strategies to suit the unique characteristics of these consumers.

INTRODUCTION

The rural market in India presents a significant opportunity for businesses, with nearly 65% of the population living in rural areas. Despite its potential, reaching rural consumers poses unique challenges due to geographic, economic, and cultural factors. Guntur district, located in the state of Andhra Pradesh, is a prominent rural region characterized by its agricultural base and diverse population. Understanding consumer behavior in this area is crucial for businesses aiming to tap into the rural economy. Promotional tools such as discounts, coupons, free samples, advertising, and in-store promotions play a pivotal role in influencing consumer buying decisions, both in urban and rural settings. However, the impact of these tools may vary in rural markets due to different socioeconomic conditions, literacy levels, and access to technology. This study aims to explore how promotional tools impact the buying behavior of rural consumers in Guntur district. The research seeks to identify which promotional strategies are most effective in shaping consumer preferences and driving purchases. It also aims to provide insights into the unique needs and behaviors of rural consumers compared to their urban counterparts. Gupta and Rao (2022) noted that younger rural consumers, particularly those with higher education, are beginning to engage with mobile-based promotions. Narayana and Suresh (2022), culturally sensitive promotions resonate better with rural consumers. Their research in Andhra Pradesh highlighted that localized promotions, which incorporate regional festivals, customs, and traditions, lead to higher engagement and consumer loyalty. Ramesh and Narasimha (2023) identified logistical challenges as a significant barrier for businesses in rural areas. Their research pointed out that

inconsistent supply chains and limited retail outlets make it difficult for companies to execute promotional campaigns effectively in regions like Guntur.

OBJECTIVES OF THE STUDY

The primary objective of this research is to analyze the impact of various promotional tools on the buying behavior of rural consumers in the Guntur district of Andhra Pradesh. Specifically, the study aims to achieve the following objectives:

1. To identify the most commonly used promotional tools in rural markets by businesses targeting consumers in Guntur district.
2. To analyze the effectiveness of different promotional tools in influencing rural consumers' buying decisions.
3. To assess the relationship between demographic and consumer response to promotional tools in rural markets.

HYPOTHESIS OF THE STUDY:

To investigate the impact of promotional tools on consumer buying behavior in the rural market of Guntur district, the following hypotheses have been formulated:

I. H_1: Promotional tools significantly influence the buying behavior of rural consumers in Guntur district.
II. H_2: Discounts and price promotions have a stronger impact on rural consumer purchasing decisions compared to other promotional tools like coupons and free samples.
III. H_3: There is a significant relationship between rural consumers' demographic characteristics (such as age, income, education level) and their responsiveness to various promotional tools.

CONCEPTUAL MODEL

Promotional Tools- Independent Variables	Consumer Characteristics- Moderating Variables	Consumers' Buying Behavior- Dependent Variable
Discounts	Demographics (Age, Income, Education)	Brand Switching Behavior
Free Samples	cultural Influences	Purchase Frequency
BOGO Offers	Media Exposure (Traditional, Digital)	Product Trial & Adoption
Coupons	Price Sensitivity	Impulse Buying
Festive Promotions	Brand Loyalty	Brand Loyalty Development
Loyalty Programs	Digital Literacy	**-**

RESEARCH METHODOLOGY

The research methodology for the study titled "A Study on Impact of Promotional Tools on Consumers' Buying Behaviour at Rural Market with Reference to Guntur District, Andhra Pradesh" outlines the process used to collect, analyze, and interpret data to understand the influence of promotional tools on rural consumers. It involves the following key components:

Data Collection:

1. Primary Data:

Primary data was collected through a **structured questionnaire** designed to capture the following:

- ➢ **Demographic information** of respondents (age, income, education, occupation).
- ➢ **Consumer perceptions and preferences** regarding different promotional tools (discounts, free samples, BOGO offers, etc.).
- ➢ **Impact of promotional tools** on purchase decisions, brand loyalty, and product trials.

2. Secondary Data:

Secondary data was gathered from various **academic journals, research articles, reports**, and **previous studies** on rural consumer behavior, promotional tools, and marketing strategies. Data from government reports and industry publications on rural markets in Andhra Pradesh were also included.

Sampling Method:

The study used a **random sampling technique** to select rural consumers from Guntur district. This method ensures that every individual in the population has an equal chance of being selected, leading to a representative sample.

- **Sample Size:** By using SLOVIN's Formula the sample size was 400 from different rural areas within Guntur district to ensure diversity in the sample in terms of age, gender, income, and education. But half of the rural people they are not showing the interest to respond my questionnaire, so finally I consider **200 sample**s for taking the research.

Using SLOVIN'S Formula

$n = N/1 + Ne^2$

n = Sample size(400)

N = Total Population (20,91,075)

e = Margin of error(5%)

LIMITATIONS OF THE STUDY

- The study is limited to Guntur district, Andhra Pradesh, which may not fully represent the diverse rural markets across India.
- The study is conducted over a specific period, which may not capture long-term trends in consumer behavior.
- While efforts were made to include a diverse set of rural consumers, the sample size may still be a limiting factor.
- Many rural consumers, particularly in underdeveloped regions of Guntur district, may have limited access to digital platforms, which could influence their exposure to certain promotional tools.

- Cultural nuances and language differences across the rural population could have affected data collection and the understanding of promotional tools.

DATA ANALYSIS AND INTERPRETATION:

The data collected through surveys, questionnaires, and interviews from rural consumers in Guntur district is analyzed to understand the impact of various promotional tools on their buying behavior. The data is interpreted to draw insights about consumer preferences, the effectiveness of promotional strategies, and demographic influences on buying decisions.

Demographic Profile of Respondents:

Gender	No.of Respondents	Percentage (%)
Male	110	55
Female	90	45
Age groups	**No.of Respondents**	**Percentage (%)**
18-35	110	55
36-50	60	30
50+	30	15
Income Level	**No.of Respondents**	**Percentage (%)**
< ₹2,00,000	120	60
₹2,00,000-₹5,00,000	80	40
Education Level	**No.of Respondents**	**Percentage (%)**
Primary Education	60	30
Secondary Education	90	45
Higher Education	50	25
Total Respondents	**200**	**100**

Chi-Square Calculation Using the Chi-Square formula: $\chi^2 = \sum E_i (O_i - E_i)^2 / E_i$

Where: O_i = Observed frequency E_i = Expected frequency

1. Gender

Gender	Observed (O)	Expected (E)	O - E	(O - E)²	(O - E)² / E
Male	110	100	10	100	1
Female	90	100	-10	100	1
Total	**200**				**2**

2. Age

Age Group	O	E	O - E	(O - E)²	(O - E)² / E
18-35	110	66.67	43.33	1876.11	28.11
36-50	60	66.67	-6.67	44.49	0.67
50+	30	66.67	-36.67	1344.89	20.18
Total	**200**				**49.96**

3. Income Level

Income Level	O	E	O - E	$(O - E)^2$	$(O - E)^2 / E$
< ₹2,00,000	120	100	20	400	4
₹2,00,000 - ₹5,00,000	80	100	-20	400	4
Total	**200**				**8**

4. Education Level

Education Level	O	E	O - E	$(O - E)^2$	$(O - E)^2 / E$
Primary	60	66.67	-6.67	44.49	0.67
Secondary	90	66.67	23.33	544.89	8.18
Higher	50	66.67	-16.67	278.89	4.18
Total	**200**				**13.03**

Results Summary

Now we can summarize the Chi-Square statistics for each demographic factor.

Gender	Income Level
$\chi^2 = 2.0$ - Degrees of freedom (df) = 1 - p-value = (check against Chi-Square table)	$\chi^2 = 8.0$ - df = 1 - p-value = (check against Chi-Square table)
Age	**Education Level**
$\chi^2 = 49.96$ - df = 2 - p-value = (check against Chi-Square table)	$\chi^2 = 13.03$ - df = 2 - p-value = (check against Chi-Square table)

Interpretation: The study surveyed a total of respondents from the rural market in Guntur District. The gender distribution indicates a slightly higher representation of male respondents (55%) compared to female respondents (45%). This distribution is essential in understanding how gender influences purchasing behavior and responsiveness to promotional tools in the rural context. The majority of respondents (about 55%) were between the ages of 18-35, followed by those aged 36-50 (30%), and a smaller group above 50 (15%). 60% of respondents had an annual income of less than ₹2,00,000, highlighting the price-sensitive nature of the rural market. The remaining respondents fell into the ₹2,00,000-₹5,00,000 income range. A significant portion of respondents had completed secondary education (45%), while 30% had completed primary education, and only 25% had higher education qualifications.

Effectiveness of Promotional Tools:

Discounts and Price Reductions Factor	No.of Respondents	Percentage (%)
Influenced by Discounts	140	70
Not Influenced by Discounts	60	30
Free Samples Factor	**No.of Respondents**	**Percentage (%)**
Encouraged by Free Samples	100	50
Not Encouraged by Free Samples	100	50
Buy-One-Get-One (BOGO) Offers	**No.of Respondents**	**Percentage (%)**
Preferred BOGO Offers	70	35
Did Not Prefer BOGO Offers	130	65

Data Preparation

We'll set up the data in a binary format (1 for influenced/preferred, and 0 for not influenced/not preferred) to analyze correlations. The counts provided for each category will also need to be translated into a binary matrix suitable for correlation analysis.

Data Representation

Discounts and Price Reductions: Influenced by Discounts: 140 respondents (1) and Not Influenced by Discounts: 60 respondents (0)

Free Samples: Encouraged by Free Samples: 100 respondents (1) and Not Encouraged by Free Samples: 100 respondents (0)

Buy-One-Get-One (BOGO) Offers: Preferred BOGO Offers: 70 respondents (1) and Did Not Prefer BOGO Offers: 130 respondents (0)

Now we can summarize this data in a binary table:

Respondent	Influenced by Discounts (1/0)	Encouraged by Free Samples (1/0)	Preferred BOGO Offers (1/0)
1	1	1	1
2	1	1	1
...	...	...	...
140	1	1	0
141	1	0	0
...	...	...	...
200	0	0	0

Correlation Analysis

To compute the correlation between these factors, we can use Pearson's correlation coefficient, which measures the linear relationship between two datasets. The formula is:

$$r = [n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]n(\sum xy) - (\sum x)(\sum y)$$

Where: n is the number of pairs, x and y are the two variables.

Calculate Correlation Coefficients

Preparing Counts

For a simpler approach, let's derive the counts based on binary representations for correlation:

Discounts: $x_1 = 140$ (Influenced) $y_1 = 60$ (Not Influenced)

Free Samples: $x_2 = 100$ (Encouraged) $y_2 = 100$ (Not Encouraged)

BOGO: $x_3 = 70$ (Preferred) $y_3 = 130$ (Not Preferred)

Interpretation: 70% of respondents indicated that discounts were the most influential factor in their buying decisions. Rural consumers are highly price-sensitive, and lower prices motivate them to make purchases. Around 50% of respondents expressed that receiving free product samples encouraged them to try new brands or products, particularly in personal care and food categories. 35% of respondents preferred BOGO offers, especially for household and daily-use products. Consumers viewed these offers as a value-for-money proposition.

Impact of Media Channels:

Traditional Media (TV, Radio, Print) Factor	No.of Respondents	Percentage (%)
Learned through TV/Radio	130	65
Learned through Print Media	40	20
Learned through Other Sources	30	15
Digital Media (Mobile, Social Media)Factor	**No.of Respondents**	**Percentage (%)**
Learned through Digital Media	30	15
Did Not Learn through Digital Media	170	85

ANOVA is used to compare the means across multiple groups. Here, we want to assess if there are significant differences in the mean number of respondents across the different sources.

Data Preparation

For ANOVA, we usually require the raw data points (individual responses), but we can work with the grouped data by calculating the means and the total number of respondents.

Total Number of Respondents: Total=130+40+30+30+170=400

Group means:

Group 1 (TV/Radio): 130

Group 2 (Print Media): 40

Group 3 (Other Sources): 30

Group 4 (Digital Media): 30

Group 5 (Did Not Learn): 170

Performing ANOVA

Using the formula for ANOVA, we calculate:

Grand Mean (GM): $= \sum$Total Respondents/Number of Groups$=400/5=80$

Sum of Squares Between (SSB): $= n \cdot \sum(\text{Group Mean} - \text{GM})^2$

Where n is the number of respondents in each group.

Sum of Squares With in (SSW): This represents the variability within each group.

Degrees of Freedom:

Between Groups (df1) = k - 1, where k is the number of groups.

Within Groups (df2) = N - k, where N is the total number of observations.

Mean Squares:

Mean Square Between (MSB) = SSB / df1

Mean Square Within (MSW) = SSW / df2

F-statistic:

F=MSB/MSW

Through the calculations step by step:

$SSB = 130^2 + 40^2 + 30^2 + 30^2 + 170^2 - 400/5^2$

$SSB = 16900 + 1600 + 900 + 900 + 28900 - 32000$

$SSB = 48400 - 32000 = 16400$

Sum of Squares Within (SSW): Assuming each group has 1 mean (since we lack individual data points), for this example, we'll set SSWSSWSSW as 0 because we cannot calculate without variance for individual data.

Degrees of Freedom: Total respondents (N) = 400   Number of groups (k) = 5

$$df1 = k - 1 = 5 - 1 = 4$$

$$df2 = N - k = 400 - 5 = 395$$

Mean Squares:

MSB=SSB/df1=16400/4=4100

MSW=SSW/df2= (as SSW is 0, this will not work for variance)

F-statistic: Since SSW cannot be calculated without individual data, we will assume a hypothetical value for MSWMSWMSW for the sake of completion, or generally it's seen as 1 to illustrate the process.

F-statistic: If MSW = 1 (hypothetically):

$$F=4100/1=4100$$

Results Interpretation

F-statistic: The calculated F-statistic will tell us how much variance exists between groups compared to within groups.

Significance: Compare the F-statistic to a critical value from the F-distribution table based on df1df1df1 and df2df2df2 at a chosen significance level (typically 0.05).

Interpretation: 65% of respondents stated that they learned about promotional offers through television or radio. Print media (local newspapers) accounted for 20% of respondents' promotional exposure. Only 15% of respondents, primarily younger consumers aged 18-35, mentioned receiving promotional information through digital channels such as mobile apps or social media.

Buying Behavior and Product Categories:

Consumer Goods: Product Category	No.of Respondents	Responsiveness (%)
Personal Care	80	40
Food	70	35
Household Products	50	25
Brand Switching Factor	**No.of Respondents**	**Percentage (%)**
Switched Brands	90	45
Did Not Switch Brands	110	55

Chi-Square Calculation

1. Consumer Goods Preferences The Chi-Square Test statistic is calculated using the formula:

$$\chi2=\sum E(O-E)2$$

Where: O = Observed frequency, E = Expected frequency

Calculation for Consumer Goods

To find expected frequencies:

- Total respondents = 200
- For each category, we need to assume equal distribution across brand switching.

Assuming equal distribution across 2 brand switching categories, we calculate:

- Expected frequency for **Personal Care** = 80 (Observed) * (Total Respondents for Switched/Total Respondents) = $80*0.45=36$
- Expected frequency for **Food** = 70 * 0.45 = $70*0.45=31.5$
- Expected frequency for **Household Products** = 50 * 0.45 = $50*0.45=22.5$

So the expected values for each category would be:

- **Personal Care**: 36
- **Food**: 31.5
- **Household Products**: 22.5

Now we can set up our observed and expected tables:

Category	Observed (O)	Expected (E)
Personal Care	80	36
Food	70	31.5
Household Products	50	22.5

Chi-Square Calculation

Now we can calculate χ^2

For Personal Care:

$(80-36)^2/36=44^{2/}36=1936/36=53.78$

For Food

$(70-31.5)^2/31.5=38.5^2/31.5=1482.25/31.5=47.05$

For Household Products

$(50-22.5)^2/22.5=27.5^2/22.5=756.25/22.5=33.56$

Adding these values gives us the total chi-square statistic:

χ^2=53.78+47.05+33.56=134.39

Degrees of Freedom

Degrees of freedom (df) for the Chi-Square test is calculated as: df=(r−1)(c−1)

Where rrr is the number of rows and ccc is the number of columns. Here, we have:

- Number of categories for consumer goods: 3 (Personal Care, Food, Household Products)
- Number of brand switching categories: 2 (Switched, Not Switched)

Thus, df=(3−1)(2−1)=2

Significance Level

Assuming a significance level of 0.05, we can find the critical value for χ^2 distribution with df=2

Using a chi-square distribution table:

The critical value at df=2 and α=0.05 is approximately 5.991.

Calculated χ^2=134.39

Critical value $\chi^2_{critical}$ = 5.991

Since 134.39 exceeds 5.991, we reject the null hypothesis. This indicates a significant association between consumer goods preferences and brand switching behavior.

Final Results

Chi-Square Test Result:

- χ^2 statistic: **134.39**
- Degrees of Freedom: **2**
- Critical Value: **5.991**

Interpretation: Rural consumers in Guntur showed the highest responsiveness to promotional offers in personal care, food, and household product categories. 45% of respondents admitted to switching brands when a promotional offer was provided by a competitor. This shows that rural consumers are not brand loyal when a better deal is available.

Influence of Cultural Factors:

Festivals and Seasonal Offers Factor	No.of Respondents	Percentage (%)
Preferred Festival Promotions	120	60
Did Not Prefer Festival Promotions	80	40

Observed Frequencies

Observed Frequencies (O):

Preferred Festival Promotions: 120

Did Not Prefer Festival Promotions: 80

Expected Frequencies

To calculate the expected frequencies (EEE), we assume that the proportions of those preferring festival promotions and those not preferring them are based on the overall sample size.

Total respondents: 200

Total preferring: 120

Total not preferring: 80

Expected Frequencies Calculation

Expected frequency for Preferred Festival Promotions: $E_{Preferred} = 120/200 \times 200 = 120$

Expected frequency for Did Not Prefer Festival Promotions: $E_{Not\ Preferred} = 80/200 \times 200 = 80$

Chi-Square Calculation

Using the Chi-Square formula: $\chi^2 = \sum E(O-E)^2/E$

Calculation

For Preferred Festival Promotions: $(120-120)^2/120 = 0^2/120 = 0$

For Did Not Prefer Festival Promotions: $(80-80)^2/80 = 0^2/80 = 0$

Total Chi-Square Statistic

Now, adding these values together: $\chi^2 = 0+0 = 0$

Degrees of Freedom

The degrees of freedom (df) for the Chi-Square test is calculated as: $df = k-1$

Where kkk is the number of categories (2 in this case: Preferred and Did Not Prefer).

Thus: $df = 2-1 = 1$

Significance Level

Assuming a significance level of $\alpha = 0.05$ we will find the critical value for the Chi-Square distribution with df=1

From the Chi-Square distribution table:

- The critical value for df=1df = 1at α=0.05 is approximately **3.841**.

Conclusion

- Calculated χ2\chi^2χ2: **0**
- Critical value χcritical2\chi^2_{critical}χcritical2: **3.841**

Since 000 is less than 3.841 we **fail to reject the null hypothesis**. This means that there is no significant association between the preferences for festival promotions and the categorical variable being considered.

Final Results

Chi-Square Test Result:

- χ2 statistic: **0**
- Degrees of Freedom: **1**
- Critical Value: **3.841**

Interpretation: 60% of respondents preferred promotions tied to local festivals or agricultural seasons, such as Sankranti and harvest season. These promotions were seen as culturally relevant and aligned with the timing of rural consumers' purchasing power.

Response to Non-Monetary Promotions:

Loyalty Programs Factor	No.of Respondents	Percentage (%)
Expressed Interest in Loyalty Programs	40	20
Did Not Express Interest in Loyalty Programs	160	80
Experiential Marketing Factor	**No.of Respondents**	**Percentage (%)**
Interested in Experiential Marketing	60	30
Not Interested in Experiential Marketing	140	70

Expected Frequencies

To calculate the expected frequencies (E), we use the marginal totals from the observed frequencies.

Expected Frequencies Calculation

Using the formula:

E=(Row Total)×(Column Total)/Grand Total

1. Expected frequency for Expressed Interest in Loyalty Programs & Interested in Experiential Marketing: $E_{1,1}=40\times60/200=12$
2. Expected frequency for Expressed Interest in Loyalty Programs & Not Interested in Experiential Marketing: $E_{1,2}=40\times140/200=28$

3. Expected frequency for Did Not Express Interest in Loyalty Programs & Interested in Experiential Marketing: $E_{2,1}=160\times60/200=48$

4. Expected frequency for Did Not Express Interest in Loyalty Programs & Not Interested in Experiential Marketing: $E_{2,2}=160\times140/200=112$

Setting Up the Contingency Table

The contingency table for the observed and expected frequencies will look like this:

Preference \ Interest	Interested in Experiential Marketing (O)	Not Interested in Experiential Marketing (O)	Total
Expressed Interest in Loyalty Programs (O)	40	160	200
Did Not Express Interest in Loyalty Programs (O)	60	140	200
Total	100	300	400
Preference \ Interest	Interested in Experiential Marketing (E)	Not Interested in Experiential Marketing (E)	Total
Expressed Interest in Loyalty Programs (E)	12	28	40
Did Not Express Interest in Loyalty Programs (E)	48	112	160
Total	60	140	200

Chi-Square Calculation

Using the Chi-Square formula: $\chi^2=\sum(O-E)^2/E$

For Expressed Interest in Loyalty Programs & Interested in Experiential Marketing:

$$(40-12)^2/12 \quad =28^2/12 \quad =784/12 \quad =65.33$$

For Expressed Interest in Loyalty Programs & Not Interested in Experiential Marketing:

$$(160-28)^2/28 \quad =132^2/28 \quad =17424/28 \quad =621.43$$

For Did Not Express Interest in Loyalty Programs & Interested in Experiential Marketing:

$$(60-48)^2/48 \quad =12^2/48 \quad =144/48 \quad =3$$

For Did Not Express Interest in Loyalty Programs & Not Interested in Experiential Marketing:

$$(140-112)^2/112 \quad =28^2/112 \quad =784/112 \quad =7$$

Total Chi-Square Statistic

Now we can add these values together: $\chi^2=65.33+621.43+3+7=696.76$

Degrees of Freedom

The degrees of freedom (df) for the Chi-Square test is calculated as: $df = (r-1)(c-1)$

Where r is the number of rows and c is the number of columns. Here, we have:

- Number of categories for loyalty programs: 2 (Expressed Interest, Did Not Express Interest)
- Number of categories for experiential marketing: 2 (Interested, Not Interested)

Thus, $df = (2-1)(2-1)$

Significance Level

Assuming a significance level of $\alpha = 0.05$ we will find the critical value for the Chi-Square distribution with df=1

From the Chi-Square distribution table:

- The critical value for df=1 at $\alpha = 0.05$ is approximately **3.841**.

Calculated χ^2: **696.76**

Critical value $\chi^2_{critical}$: **3.841**

Since 696.76 exceeds 3.841, we reject the null hypothesis. This indicates a significant association between the expressed interest in loyalty programs and interest in experiential marketing.

Chi-Square Test Result:

- χ^2 statistic: **696.76**
- Degrees of Freedom: **1**
- Critical Value: **3.841**

Interpretation: Only 20% of respondents expressed interest in loyalty programs. Rural consumers prioritized immediate discounts over long-term benefits like loyalty rewards. 30% of respondents indicated interest in live product demonstrations and experiential marketing, particularly in village fairs or community events.

FUTURE SCOPE:

The study highlights several opportunities for future research and business strategies in rural markets. Expanding the research to other regions can offer comparative insights into consumer behavior across diverse rural landscapes. With the gradual rise in digital adoption, future studies can explore the impact of digital promotions and mobile marketing on rural consumers. There is also potential to investigate the long-term effects of promotional tools on brand loyalty and the effectiveness of non-monetary promotions, such as loyalty programs and local influencer marketing.

CONCLUSION:

This study reveals that traditional promotional tools, like discounts and free samples, are highly effective in influencing rural consumers in Guntur district. However, there is a growing shift towards digital marketing among younger consumers. Businesses need to adopt a balanced approach, combining traditional and digital promotional strategies to meet the evolving preferences of rural consumers. Tailoring promotions to local cultural and demographic factors is crucial for success in these markets.

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