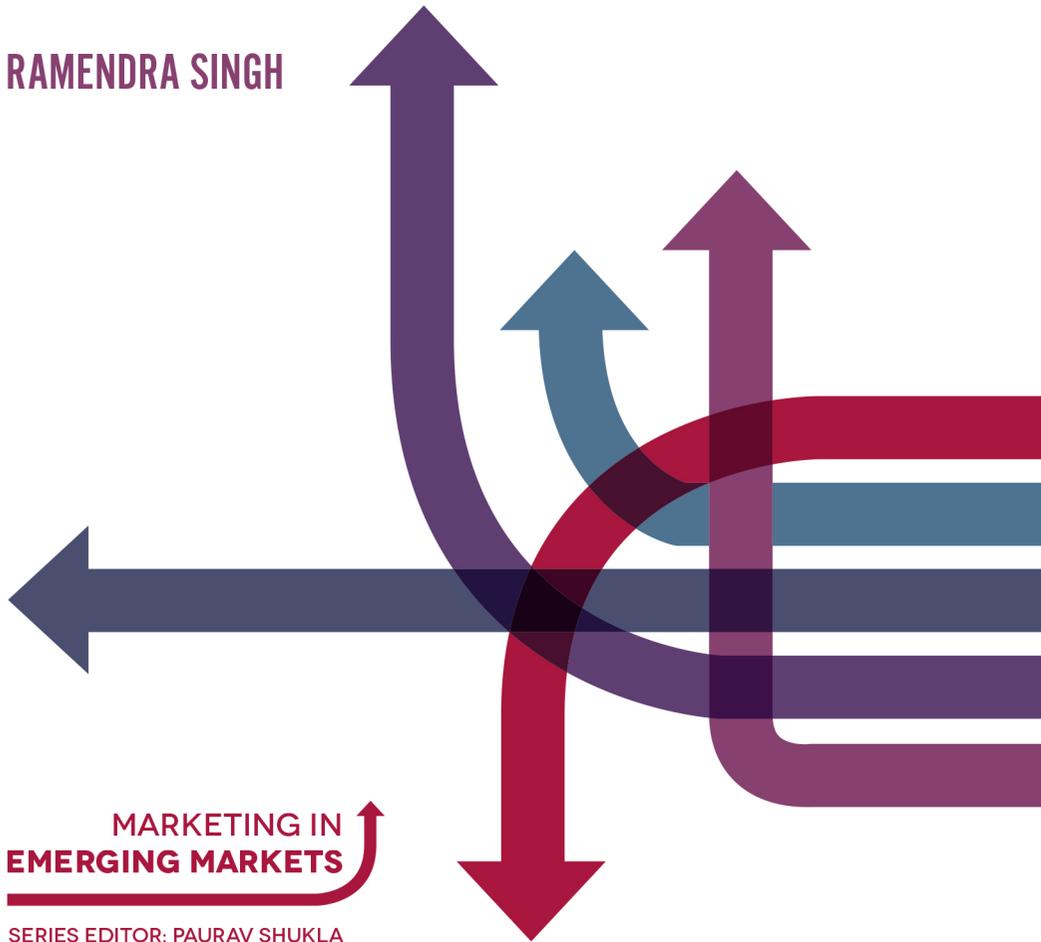


BOTTOM OF THE PYRAMID MARKETING

MAKING, SHAPING AND DEVELOPING
BOP MARKETS

RAMENDRA SINGH



MARKETING IN
EMERGING MARKETS

SERIES EDITOR: PAURAV SHUKLA

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EDITED BY

RAMENDRA SINGH

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Dedication

It is with great pride that I dedicate this book, *Bottom of the Pyramid Marketing: Making, Shaping and Developing BOP Markets* to all the scholars in marketing who have dedicated their scholarship to studying, understanding, and developing theories that enhance our understanding about poor customers and their participation in the formal as well as informal markets. Until one and half decades back, poverty was scarcely studied with as much interest in marketing, as other topics that concerned the lives of rich customers. The marketing academia should take pride in helping to contribute in alleviating the pains arising from the most challenging issues that stare at the poor in our societies today. The research on what is called the bottom of the pyramid or BOP cannot be complete if we keep looking at the problem as one which haunts only the developing nations, or emerging markets. This is multidimensional problem, and it equally worries the richer societies as much as it stares the societies in less developed markets. Finally, to cite Prof Yunus (Nobel Peace Prize Winner), we wish to see poverty in the museums one day.

Once again, I would like to thank all the contributors to this book, who dedicated their time, effort, and emotional labor in bringing out their best research into the world in form of this book. Thanks to Emerald Publishing for supporting this endeavor.

Regards,
Ramendra Singh
Associate Professor of Marketing and
One of the many BOP Marketing Scholars
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Preface

The book *Bottom of the Pyramid Marketing: Making, Shaping and Developing BOP Markets* is a culmination of the effort of many scholars to put their best minds and intellectual horsepower and share all the best ideas in bottom of the pyramid (BoP) marketing under one umbrella. The conception for this book emerged from one simple question that germinated in my mind many years ago: Why is it so difficult for poor in the society to participate in the markets? I must admit that even today I am struggling to find a satisfactory answer to this question, yet the first step of bringing out this book that collates the thought leadership of as many as 28 scholars from across the globe, across 11 chapters, has just happened. I must thank all contributors again for this time, effort, and dedication toward this noble cause. The narrative would be incomplete without the mention of the immediate trigger for writing this book, which is the ongoing intellectual debate: whether to treat BoP as a marketplace in which poor should be sold goods and services, or should BoP be treated as an underprivileged section of the society which requires serious government intervention to enhance employment opportunities and welfare programs.

The structure of the book is like this: it is divided into three parts: In *Part-I: Markets and Marketing at BOP: Where We Are and What We Know?* in which there are four chapters. Each of these chapters have been authored by some of the best research minds working in the field of marketing in subsistence markets, which is the other name by which BoP is called. In *Part-II, Future of Research on BOP Markets?* Few top scholars again share their ideas on what BoP markets would look like in future and how that would shape BoP research in future. In *Part-III: Lessons for Marketers*, another set of BoP scholars discuss how marketing challenges being faced at the BoP are resolved in the toughest BoP markets of Africa, Sri Lanka, and India.

Although this book is a fruit of lots of labor, we do not intend to claim that we have moved the mountain of existing knowledge any more than what others have done before. Probably, standing on the shoulders of the giants who preceded us in this research domain, we contributed our intellectual thoughts for others to evaluate its worth. Nevertheless, the journey to invite contributions from the best minds, and to collect and compile their final chapters has been a fulfilling one for me as an editor. In this process, few scholars could not contribute due to their previous commitments, for which we will find another occasion.

Finally, we hope we contribute to knowledge building and development of new and existing theories, and also trust marketers find it useful to apply as part of

their marketing solutions in the marketplace. Apart from contributors, Emerald Publishing also must be thanked for supporting this journey. I also want to thank my family, my wife, Anjali, and my 12-year-old son, Rudransh, for their patience during this entire year-long journey. Last, but not the least, my colleagues in the marketing group at IIM Calcutta who supported either through review, authorship, or by brainstorming ideas that impacted the development of this book. I hope the readers of this book will enjoy reading it as much as the authors have loved contributing to it. We sincerely hope that the book goes on to contribute to developing the economic, social, and political practices that are making, shaping, and developing BoP markets.

Regards
Ramendra Singh
Editor.

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