**Marketing 3.0**

In some cases, consumers are resellers too. This is particularly true in cases of consumers with low income in developing markets. In countries of development, the biggest problem to sell for poor people is access. The two elements of mix marketing most affected by missing access are point (distribution) and promotion (communication). Many products and information are not directly accessible to poor, especially in cities. Resell products to these consumers can help joining market and at the same time, life is better for these people. Vrachani and Smith call this responsibility of distribution to public. ( distribution to public).

India is a good example of social distribution. Country is striving to eradicate poverty. Analyzing statistics, the result is promising. The amount of people who live in misery reduced from 61% in 1981 to 42% in 2005. One of the main factors of success is the effort to increase access for poor. It’s possible to affirm this fact as urban consumers are responsible by 80% of total expenses of consumption in India.

In fight against poverty, companies that operate in India are creating new methods of distribution, by using nets of humans.

Companies like ITC and Hindustan Lever try to sign partnerships with poor to sell their products in cities. ITC is famous for developing e-Choupal, that allows farmers to access information on conditions of climate and prices of saris, selling their products directly to consumers, without resellers. By increasing their net of resellers of agricultural products, ITC has also created Choupal Saagars, a net of small shops that sell various products of consumption, from goods to financial and services of health. Hindustan Lever on the other side, prepares a community of women farmers to sell goods. Their condition of resellers in Hindustan Lever, allows them to handle income. In many ways, both companies sell their values of social responsibility to resellers that are also their consumers in this case.

What ITC and Lever really do, is consider that 87% of consumers in India buy products usually recommended by members of family and friends. This is the main reason why P2P (*peer to peer)* is the strategy *go to market,* most common in India especially in rural market.