



## Analysis and Effectiveness of Digital Marketing with Rural impact on Marketing Strategies

**Dr. Astha Bhanot<sup>1</sup>**

<sup>1</sup>Department of Business Administration, College of Business and Administration, Princess Nourah bint Abdulrahman University, Riyadh, Saudi Arabia Email: <sup>1</sup>abrahul@pnu.edu.sa, Orcid Id: 0000-0002-1493-837X

**Ram Bhawan Singh<sup>2</sup>**

<sup>2</sup>Professor and Head, Department of Computer Science, Tula's Institute of Technology, Dehradun, India, Email: <sup>2</sup>rambhawansingh@gmail.com

### Abstract

India boasts the world's biggest and fastest-growing economy, yet the country is more often known as the "nation of villages." Seventy percent of India's 1.3 billion people still call one of the country's 6.5 million villages home, and half of the country's people depend heavily on agriculture for their livelihood (Shireesh Diveeker 2017) One effect of urbanisation and infrastructural development was to bring rural areas closer to urban centres. Due in part to the proliferation of mobile phones and, to a lesser extent, the internet, people living in India's rural regions have become more familiar with the urban way of life. It was a spur to the people of rural regions to increase their prosperity and raise their living standards. Numerous telecommunications companies have tried various tactics to break into the rural market. There is no denying the attractiveness of the rural market for service providers, as it affords a plethora of opportunity. But it is more complicated than it first seems. There are a lot of complications with rural marketing, and service providers must work hard to find diplomatic solutions to these issues. The study's overarching goal is to learn more about how digital marketing could affect people in rural locations and to catalogue the unique difficulties that those people encounter.

**Keywords:** Urban life style, Digital Marketing, service providers, Rural Marketing

### Introduction

India's consumer products industry is comprised of two distinct yet interdependent submarkets: the urban and rural markets. Bringing goods and services to a provincial market is an example of rural marketing, which aims to meet the needs of customers and further the goals of businesses in both urban and rural areas. What we mean when we speak about "rural marketing" is the process of transferring products from rural regions to urban centres, or vice versa. Examples include flowerpots, planters, and other wares that are produced in rural regions yet sold and marketed in metropolitan centres. We also see that the product's marketing is below par since the seller is uneducated and uses antiquated methods, such as gathering the merchandise in one location before selling it. In contrast, we see that when a product is made in a city, its promotion takes on a more interesting form. As an example, if a vehicle is built in a city and then sold in a rural region, the city-based manufacturer will need to choose a location with a sizable population and send a representative who is proficient in a language spoken by the target market. Hence, these are the primary distinctions between rural and urban marketing. Both the sale of agricultural goods in metropolitan centres and the sale of manufactured goods in rural regions fall within the purview of rural marketing.



Fig.1. Distinct ways of Rural Marketing

### Advertising in the Digital Age

The term "digital marketing" is used to describe any kind of advertising that takes place online or on a digital device. Companies now communicate with their consumers and potential customers using digital means such as search engines, social media, email, and their own websites. The concept of digital marketing has been around since the 1990s, but its popularity has only grown since then. The fact that a large percentage of Indians now spend most of their waking hours online is largely responsible for the sector's meteoric rise in popularity. With the advent of digitalization, advertising items is more simpler since there is no longer any need to physically visit retail outlets. There are a plethora of digital marketing channels to choose from, including social media platforms like Facebook and Twitter as well as email marketing and newsletters. As an illustration of how digital marketing works, let's say that our company sells a product called Lux soap. To promote it, we might use television ads or social media posts featuring well-known people endorsing the product in an effort to boost sales. In addition to facilitating the pre-sale, sale, and post-sale phases of the purchasing process, as well as the maintenance and growth of existing client connections, online channels may be managed to provide similar assistance over the whole of the buying journey.

Objectives of the study

1. As a means of investigating whether or not individuals in rural areas are familiar with digital marketing
2. Research the effects of online advertising on rural communities.
3. Investigate the challenges of internet marketing for those living in rural areas.

### Methodology

The necessary information is gathered from secondary sources like historical documents and online databases.

### Review of Literature

According to Parminder kaur (2016), there is a need for a shift in perspective when it comes to rural marketing in India. Researchers also consider the marketing mix, techniques, and challenges/opportunities unique to rural areas, as well as the needs of rural Indians. Dr. Naveen Prasadula (2021) looked at the problems and possibilities facing manufacturers. It was found that business owners are prepared to take advantage of digital marketing tactics and the untapped potential of the rural market. While this research sheds information on the rural market as a whole, it does so without focusing on any one particular product.

Mobile phone shopping habits in rural vs urban areas were compared by Erda CV (2008). Price, quality, fashion, function, and brand awareness were all areas where the survey found significant variation. It was determined that consumers in rural areas care less about quality, functionality, and brand than they do about price and appearance. The research indicated that using urban marketing tactics directly to rural areas with just little adjustments might backfire.

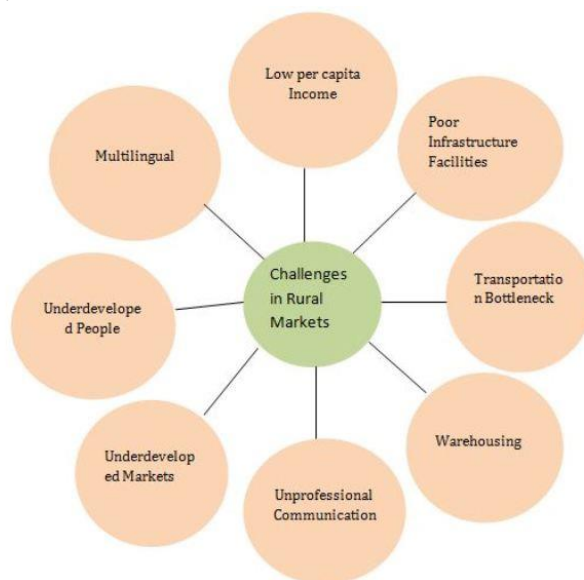


Fig.2. Challenges in Rural Marketing

### Possibilities of Online Advertising in Rural Areas

Opportunities abound in both rural and digital marketing, but rural marketing has less of them since its scope is narrower. For example, in rural marketing, we can only discuss the marketing of agricultural products, poultry,

and metals that were produced in rural regions. The potential for success in rural marketing may be broken down into three categories at the present time: -

Tools and supplies for farmers

Products such as poultry and metalworking found in rural locations

Now that you have a thorough understanding of how everything works, you may go on to the next section. In rural marketing, we mostly sell agricultural items like tractors, pumps, pipelines, urea, insecticides, chaff cutters, and so on. As these items are produced in cities but marketed in the country, marketing to rural communities presents the greatest and most promising prospect. Whereas the success of an agricultural enterprise depends heavily on the weather, the success of a poultry enterprise does not. Similar to how chicken is raised and processed in the countryside but marketed in the city, metals are produced in the countryside but distributed to major population centres. The potential in digital marketing is enormous, and it's also crucial in the modern day. There are three main areas where digital marketers may cash in: TV, Television, and Social Networking Sites (Face book, Twitter, linkedin etc)

• Emails, Papers, etc.

Since practically everyone watches TV these days, marketing on television is a huge potential for digital marketers. The vast majority of today's youth in this nation spend considerable time on social media, which presents a significant potential for businesses engaging in digital marketing. Email and newspapers also play a part in digital marketing; when we advertise things in newspapers, for example, we increase the likelihood that customers will see those products online. For the most part, they are the most fundamental possibilities presented by rural marketing and digital marketing.

#### Promotion in Remote Locations through the Internet

As a result, marketing strategies in rural areas have changed dramatically. In comparison to traditional offline marketing methods, digital marketing offers several benefits. Advertising a product or brand directly to consumers via channels like the internet is called "direct promotion." Advertising for goods and services is now a breeze for any firm, thanks to the proliferation of digital distribution channels. In the marketing world, direct promotion is a viable choice. A wide audience may be attracted, which is great for company growth.

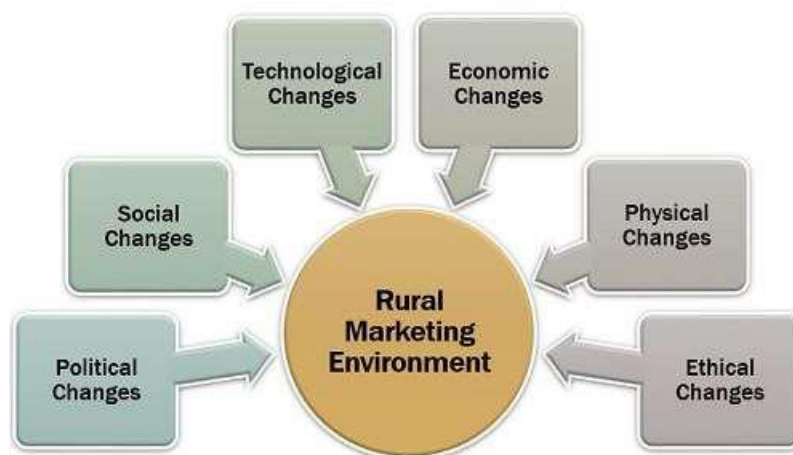


Fig.3. Rural Marketing Environment

It's easy for consumers to get digital advertisements since their major goal is to reach as many people as possible as quickly as possible. People nowadays devote a considerable amount of their time to browsing the Internet. A marketer may quickly and easily reach a wide variety of consumers using online media. There is a wide variety of social media platforms available for advertising online. Advertising may easily reach its targeted customers by using these social media.

Advertisers may save money with digital advertising because of its low costs. To advertise on it, you will just have to spend a small fraction of what you would on more traditional forms of media like television, newspapers, radio, billboards, magazines, and so on. Only a few of websites and company profiles generate massive amounts of totally free traffic. It's a fantastic option for businesses looking to expand their reach internationally at little cost.

iii. Easily Reachable: The Internet Never Sleeps. Therefore, the advertisement will toil for a whole day. By taking use of the electronic marketplace, your advertisement will be literally shown around-the-clock, every day of the week, and all year long. Constant exposure to targeted customers means more sales.

v. Ease of Internet Shopping for Customers: Online purchasing is becoming more common. Customers are becoming more and more interested in online purchasing due to the presence and capabilities of computerised

advertising. A customer may make a purchase regardless of whether they are physically located in the country the product is being sold in or not.

Nowadays, a customer would not worry about a business's location because of a split. A customer also has the option of selecting their own material from among countless available options. The many benefits of online shopping have resulted in its widespread adoption. Hence, digital advertising creates a new window of opportunity for the business and the customer. Today's consumer and merchant may have fruitful interactions.

Among the many advantages of modern advertising, one of the most notable is the ability to reach a global audience. The vast geographical variations provide no barrier to the global expansion of businesses. Hence, it's clear that a company may expand its operations with little to no extra effort. An organization's headquarters may be located anywhere in the globe and yet reach customers everywhere. If this is the case, the company will likely promote its best features extensively. This international advertisement will help your business become well-known all around the globe.

**Problems in Digital Marketing happening Rural Areas**

The Pattern of Consumer Spending Report 2011 found that in 2009-2010, just 3.5 out of every 1000 rural Indian families had home internet access, highlighting the country's widespread digital illiteracy. Also, the state is home to around 5452 CSCs out of a total of almost 90,000. While convenient, these kiosks fall short when it comes to internet access and doorstep delivery services. If India is going to become a digital powerhouse, it needs at least 3.5 million people to be comfortable using computers. Most of the towns and villages in this region have populations of fewer than 500 people. The population of just 6,300 of the world's settlements is above 5,000. Identifying and successfully serving certain niche markets are formidable challenges.

The difficulty of communicating effectively is mostly due to language barriers. Because of the wide variety of languages spoken in rural locations, marketing campaigns sometimes face more challenges than they should. There are linguistic variations from state to state and even within states. Marketers cannot meet the language expectations of all rural people when devising advertising, personal selling, and PR methods. There is never enough variety in the marketing campaigns.



Fig.4. Challenges in Digital Marketing

Comparison between Urban Marketers and Rural Consumers Companies' top brass have a hard time grasping the psyche of shoppers in rural areas. It is difficult to develop effective marketing tactics for rural markets because of a general lack of knowledge about customer habits in these areas. Customers in rural areas and those in metropolitan areas have quite different routines, interests, and needs. As a consequence, it is futile to try to appeal to the tastes of people living in rural areas with the same mindset as city dwellers (marketing professionals who grew up in urban settings).

Inadequate Development: Consumers in Rural Areas. Thirty percent or more of the rural population is poor or near poor. They are limited in their ability to spend even on basics because of their poverty. Their mental capacity to adapt is hampered by their backwardness. Because of their low disposable income and strict beliefs, serving them might be difficult for marketers.

Low and fluctuating demand in rural areas makes efficient inventory management difficult, leading to high inventory costs. Also, stores servicing rural regions lack the necessary expertise and information to determine the best stock levels. Stocking too much or too little might have a negative impact on a company's bottom line.

**Not Enough Marketing Help:** Unlike their urban counterparts, shops in rural regions seldom get the same generous conditions of credit, financial aid, and other services from producers and wholesalers. It's the same with the lack of input from rural consumers and merchants into the development of the overall marketing strategy.

### **Results and Discussion**

**Online survey:** The survey will target marketing professionals, business owners, and digital marketing experts to collect data on the prevalence and effectiveness of various digital marketing strategies, budget allocation, and performance metrics.

**Secondary data:** Collect and analyse industry reports, statistical data, and previous studies to understand the growth trends, market size, and technological advancements in digital marketing.

Sample Size in this study is 100.

#### **Age:**

#### **Age:**

- a. 18-24
- b. 25-34
- c. Above 34

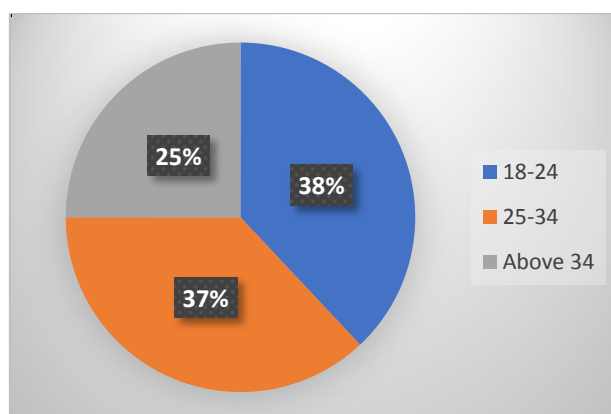


Fig. 5. Age division

In this graph are show 38% age group are between 18-24, 37% age group are between 25-34 and rest 25% are above 34 shown in figure 5.

#### **Gender:**

- a. Male
- b. Female

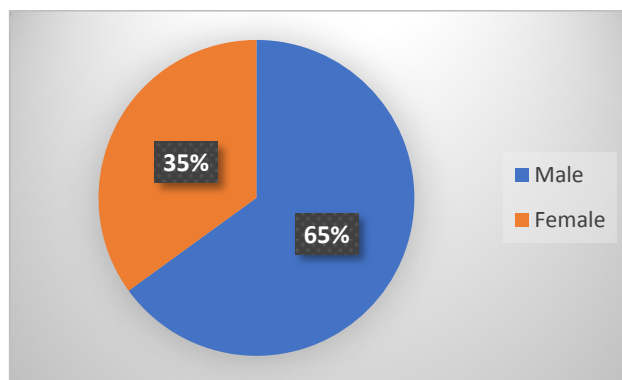


Fig. 6. Gender Classification

In this figure 6, show 65% are male and 35% are female.

**Occupation:**

- a. Student
- b. Employed full-time
- c. Self-employed
- d. Unemployed

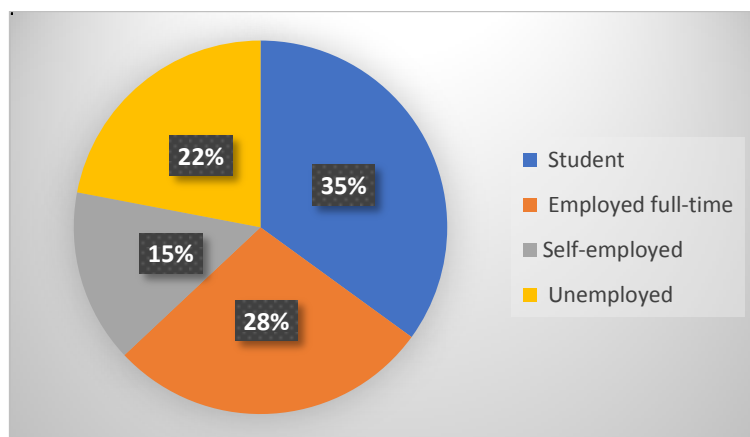


Fig. 7. Occupation division

Figure 7 is shown 35% are student, 28% have a full-time employment, 15% are self-employed and 22% are unemployed.

**Do you use social media platforms such as Facebook, Instagram, or Twitter?**

- a. Yes
- b. No

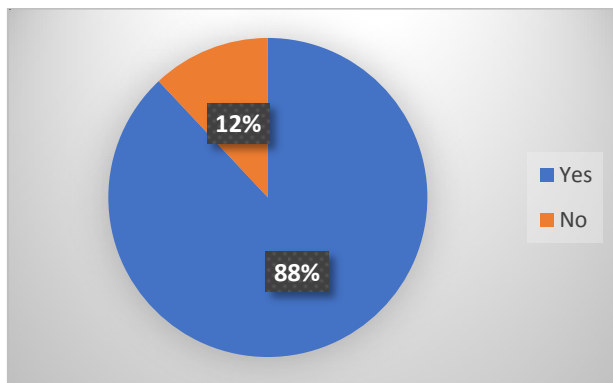


Fig. 8. Use of social media

Figure 8 shown 88% says yes and 12% says no.

**How often do you use social media per day?**

- a. Less than 30 minutes
- b. 30 minutes to 1 hour
- c. 1 hour to 2 hours
- d. More than 2 Hours

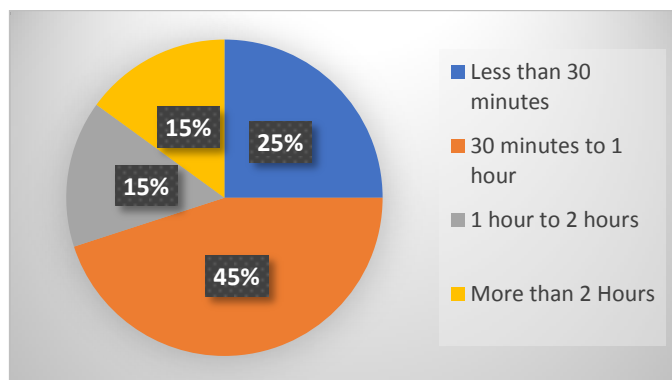


Fig. 9. Use of social media per day

In this graph 9 are show 25% use less than 30 minutes, 45% use between 30 minutes to 1 hour, 15% use between 1 hour to 2 hour and 15% use more than 2 hours.

**Have you ever purchased a product/service through a social media advertisement?**

- a. Yes
- b. No

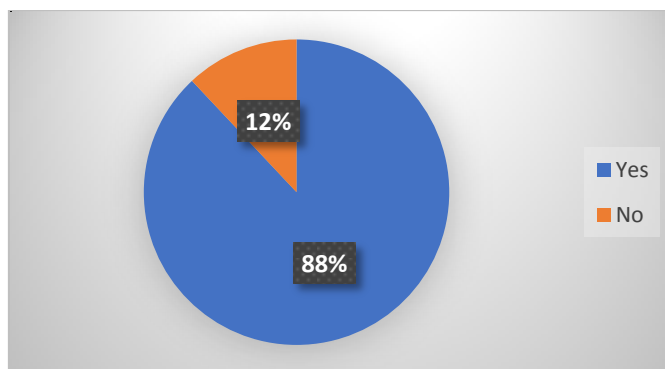


Fig. 10. Advertisement using social media

In this graph 10 are show 88% says yes and 12% says no.

**Do you think digital marketing has made it easier for you to find and purchase products/services?**

- a. Yes
- b. No

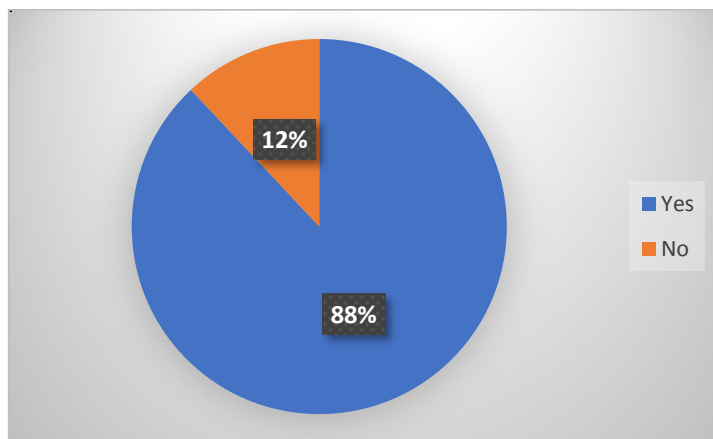


Fig. 11. Product and services purchased

In this graph 11 are show 88% says yes and 12% says no.

**Which digital marketing channels do you find most effective?**

- a. Email marketing
- b. Social media marketing
- c. Influencer marketing
- d. Search engine marketing

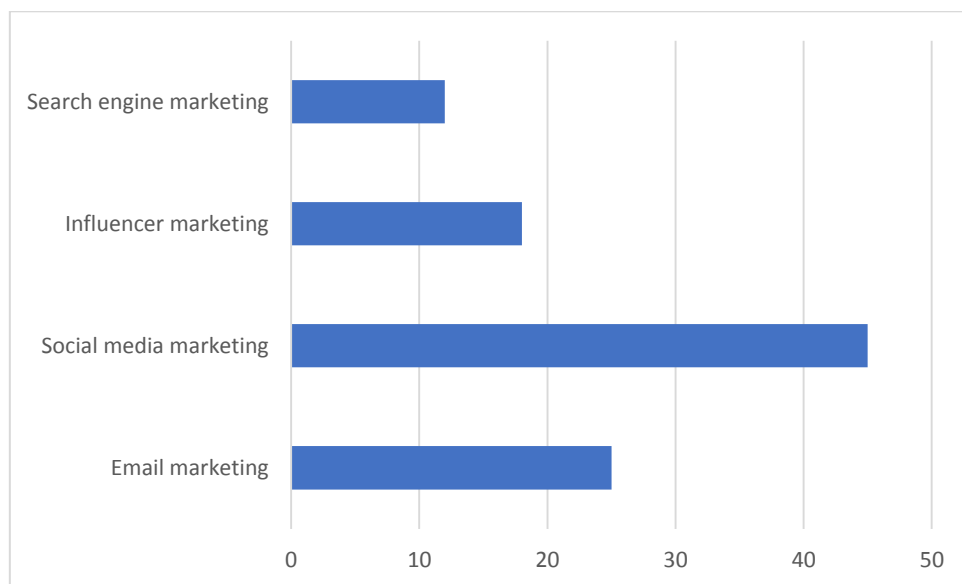


Fig. 12. Most effective digital media

In this graph 12 are show 25% support Email marketing, 45% support Social media marketing, 18% support Influencer marketing and 12% support Search engine marketing.

**Do you think digital marketing has changed the way you shop?**

- a. Yes



b. No

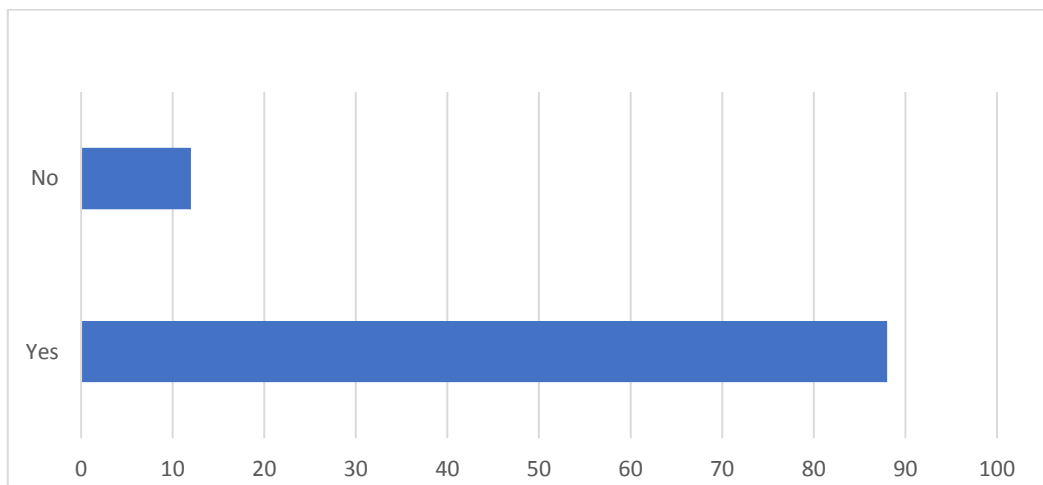


Fig. 13. Changes in social media

In this graph 13 are show 88% says yes and 12% says no.

**Do you prefer to shop online or in-store?**

- a. Online
- b. In-store
- c. Both

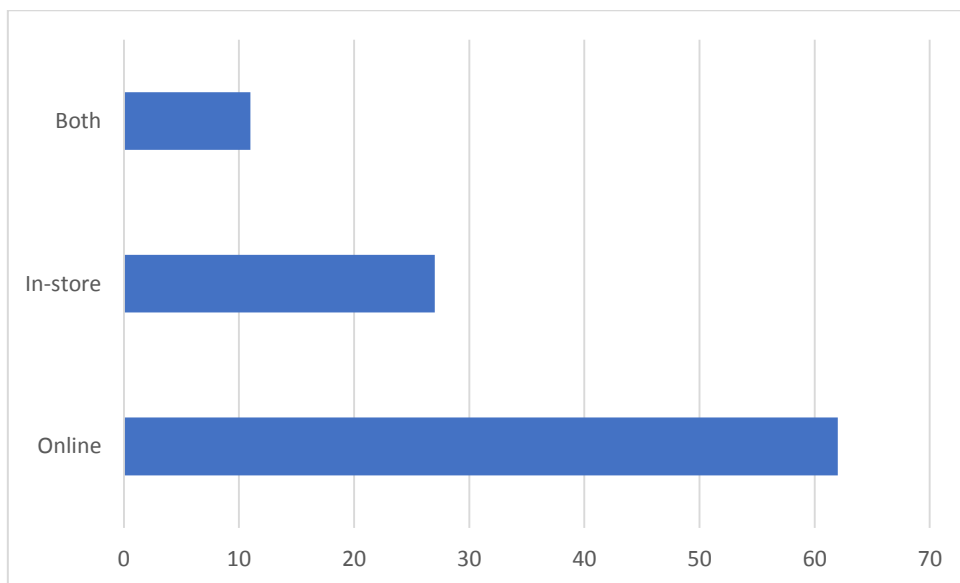


Fig. 14. Online or store

In this graph 14 are show 62% prefer online shopping, 27% prefer in store and 11% prefer both.

**Conclusion**

There is a huge amount of unrealized potential in rural digital marketing, but tactics are now being created to help firms take use of it. Digital technology has the potential to boost rural India's consumption in the long run. In addition, it will provide employment opportunities, which will raise household incomes and boost the national

economy. According to the results of this research, rural markets have untapped potential that may be exploited by forward-thinking businesses.

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