



Rising Popularity of Digital Marketing Practices in Rural Region

Vinod S. Mahajan
Ph. D. Scholar
KBC NMU, Jalgaon

Prof. Dr. Madhulika A. Sonawane
School of Management Studies
KBC NMU, Jalgaon

ABSTRACT:

Digital Marketing is worldwide popular tool for marketing as well as trading purpose. Using DM advertisement, promotion and selling/buying of products became extremely cheap and reliable. DM has shifted traditional methods to modern digital platforms. This paper describes the rural customers' attitude toward digital marketing. The analysis is based on the visits to buyers and sellers of 23 villages in rural khandesh area. The study reveals that the availability of extensive and current information, an experience of using online marketing using internet. It has been experienced that customers are bothering regarding security. It is the most important reason for customers in these villages are not engaging in online shopping mass level.

Key Words:

DM Digital Marketing, Security, Village, Internet, Online, Mobile.

INTRODUCTION

In our country the digital awareness among population is growing very rapidly. Also, internet connectivity is available in almost all the rural region of the country in cheapest and affordable rates. The number of villagers who are online and on social media are increasing with every passing day and marketers, companies are focusing towards rural areas to capture online market with a very small investment. It is possible with the innovative efforts of Indian government for digitizing the rural regions with internet and 4G mobile network coverage.

The revolution of social media is another mass scale option which has been one of the most suitable media of Digital Marketing around the villages. Facebook and Instagram to Snapchat along with YouTube, brands and marketers both have started preparing and publishing personalized content, and entertainment channels as a big contribution of their marketing tactics. Currently, India is the 2nd largest country among the world in utilizing of Facebook and YouTube.

Others have identified that digital marketing is a channel of modern marketing trend. Digital marketing is the marketing of services, different products & online education. Even if the internet connectivity is not available digital marketing can be provided through SMS & MMS through mobile phones. As digital techniques are rapidly incorporated in



marketing plans and day to day life and also people use to prefer digital devices such as desktop, laptop, tablet & smart phones instead of visiting physical shops, so digital marketing is becoming more prevalent and efficient.

RESEARCH BACKGROUND

Traditional marketing methods are more complex and expensive for rural areas, e.g. an advertisement is given in news paper it is difficult to know for the advertising manager that how many people actually read. The methodology is empirical in nature. It is primarily based on survey method and secondary method. Techniques like interviews and observations are employed in this study. Primary data were collected from the customers by the researcher with the help of visits to the 85 peoples of the villages in Khandesh region to collect primary data, relevant was prepared by using structured questionnaire.

OBJECTIVES:

- 1 To analyze different age groups customers' perception towards digital marketing in rural areas of Khandesh region of Maharashtra.
- 2 To identify the products purchased by village customers using DM.
- 3 To identify the problems in the use of DM in rural areas.

LIMITATION OF THE STUDY:

The study is done for 23 villages of Jalgaon district in the rural area of Khandesh only. So, the result may not be generalized. The sample size is very limited. Only 85 peoples and 23 shops were chosen for collecting data.

Data analysis and results Gender wise classification of peoples:

Table 1

Sr. No.	Gender	No. peoples (Visited)	No. Users of DM found	Percentage
1	Male	50	35	70%
2	Female	35	25	71.42%
	Total	85	60	70.58%

Sources; Primary data

The table-1 shows the total number of peoples visited (gender- wise), among total 60 persons are using digital marketing (DM), 35 of the respondents are male and 25 of the respondents are female.



Age wise classification of respondents:

Table 2

Sr. No.	Age	No. of Respondents	Percentage
1	20 to 40	30	50%
2	41 to 60	25	41.66%
3	61-75	05	08.33%
	Total	60	100

Sources: Primary data

The table-2 indicates three categories according to age group among total (60) members, 30 of the respondents belong to the age group of 20 to 40, in the second age groups of 41 to 60 year lies 25 and between 61 to 75 yr. five respondents exists. It is cleared from the above analysis that 50% of the user are from the age group of 20 to 40 year age group, 41.46% found under age group of 41 to 60 and in between the age group 60 to 75 senior citizens group, the percentage is 08.33%, those are also availing digital marketing methods.

AWARENESS OF DIGITAL MARKETING IN RURAL AREAS

1. Using Mobile Phones:

Most popular means of digital marketing is mobile phone I a rural region. An internet facility with high is now available in villages and also 4G mobile network is being deployed by government of India thro' BSNL where no other operators' mobile network coverage is in existing. Now a days, number of users of smart mobile handsets are increasing drastically in villages. The peoples regularly use their mobile phones to avail internet facility. So, it is equally important to provide mobile marketing facilities in order to interact by the seller to village community. With smartphones becoming more common in rural areas, mobile-friendly platforms allow brands to reach a larger audience effectively.

2. Electronic Mail Marketing:

Electronic mail is another method of advertising of products. It promotes items as well as services to the customers even in rural areas. Electronic mail is simple and efficient to provide information regarding various items and new products.

3. Social Media Marketing in Villages:

Social media is growing rapidly in rural regions. This growth enables village community to connect with each other, share the information among themselves. This growth inspires consumers to do marketing using social media. Social media reshapes consumer behavior and purchasing pattern in rural areas. Local influencer and community network are the success keys to achieve market in villages. Here, initially campaigning is the most powerful tool of



marketing. For approaching to the new customers the villages, campaign combined traditional as well as digital marketing. A strong social media presence makes brands more visible and accessible, making them a part of consumers' daily lives.

The digital marketing levels the playing field, allowing smaller businesses to reach a wide audience in rural areas without requiring a massive budget.

4. Use of E-Commerce:

Marketing managers are combining e-commerce with social media campaign to achieve more and more customers. By adding value added contents such as informative posts in concern with villagers interest, traditions and needs. Real-time campaign tracking allows for quick optimization and better resource allocation. Digital campaigns eliminate expenses tied to physical posters, banners, and in-person events, making advertising more affordable.

5. Digital Payments:

The rural peoples have adopted digital payments options, reflecting extensive utilization of DM practices. Online payment transactions using BHIM App, Paytm have been considerably increased in rural areas in the recent three years. In addition to this villagers are using simple payment methods of QR codes and mobile wallets.

PROBLEMS OBSERVED IN ACHIEVING UP TO 100% USE OF DIGITAL MARKETING IN RURAL AREAS:

Digital Literacy:

To rectify this successful campaigns are to be perform on periodic basis for visual content and audio interactions. It is essential to educate the customers in local languages to enhance digital media awareness among rural users..

Connectivity Issues

Till date no seamless internet connectivity is available in some villages. But, day by day this issue resolving.

Future Trends in Digital Rural Marketing

Artificial Intelligence is more and more powerful tool for understanding of rural customer scenario. Applications of Internet of Things are improving agricultural productivity and generating huge marketing opportunities. The government of India is going to deploy 5G mobile networks in upcoming days, this will enhance digital connectivity for rural areas shortly, and in turns it will achieve more digital market in villages.



FINDINGS AND SUGGESTIONS:

1. Among the population visited 70% males have adopted digital marketing.
2. 71.42% females are also utilizing DM as a buyer.
3. The majority of the user of DM are under the age group of 20 to 40 years.
4. It is proud to state that senior citizens between age group of 61 to 75 years have also adopted DM.
5. It can be predicted that after seamless internet connectivity DM will be an integral part of rural customers.

REFERENCES:

1. Ms. A. Lavanya et.al. "A Study On Digital Marketing And It's Impact" International Journal Of Creative Research Thoughts (IJCRT), Vol No. 9, issue 5, May 2021, ISSN 2320-2882.
2. Brendan James Keegan, Jennifer Rowley. Evaluation and decision making in social media marketing. Management Decision. 2017; 55(1): 15-31.
3. Xuebing Dong, Yaping Chang, Xiaojun Fan, Effects of the characteristics of online multimedia synergy on consumers' message acceptance and message response. Online Information Review. 2017; 41(5): 710-727
4. Dr. Mrs. Vaibhava Desai," International Journal of Trend in Scientific Research and Development.
5. <http://lexicon.ft.com/Term?term=digital-marketing>
6. http://www.sas.com/en_us/insights/marketing/digital-marketing.html
7. <http://www.simplydigitalmarketing.com/what-is-digital-marketing>