

Effect of Digital Marketing on Rural Marketing

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Abstract

In current years, advertisers see an undiscovered potential in the rustic fragment of the nation because of the financial movements which thusly led to ascend in buying force of the provincial local area. Recently, presentations of plans by significant telecom players, for example, reducing down expense of internet packs have brought about huge ascent in number of web clients in the rustic fragments. Likewise in, dispatching of cheaper advanced cells has added to the reason. In a manner now this undiscovered potential in rustic business sectors can likewise be focused on through advanced methods. This paper centers around what computerized modes of promoting can be utilized, and which sort of items can utilize. These advanced mediums to grow their buyer base to the less arose portion of customers.

Keywords: Rural marketing, digital marketing, per capita income, search engine optimization

INTRODUCTION

Rural marketing intends to create, advance and make mindfulness about merchandise and appropriations to the provincial clients. This is done to recognize and address the issues of provincial clients. What's more, broaden the effort of the organization to finish the target of association.

In the mid 90's rustic market was a remarkable neglected space of Indian market, which was viewed as a lot scope and undiscovered potential. Furthermore, markets are attempting to rescue the chance for quite a while. Numerous procedures have been created and are being created. From that point forward rustic market has been a significant piece of Indian economy. These days the outlook of individuals is not same as 20 years prior. In villages individuals are not being enticed by the low value procedures they know about the brand estimation of the item. In recent years, way of life and utilization of villagers has changed a great deal it's getting nearer to metropolitan way of life in term of offices, propensities, openness and utilization moreover. For ex- it was believed that Tata-Nano would be enormous achievement since all middle class and rustic gathering will be capable bear. It might have been an enormous achievement in the event that it would have been 30 years prior yet now clients were not happy with highlights and chosen to go at the greater expense items.

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Digital Marketing

Digital marketing intends to advance the product and services offered by the utilization of computerized advances. Most regular stage is the internet, portable cells and tvs are likewise the great stage models. 10 years prior TVS were the essential wellspring of advanced publicizing. At present advanced promoting is alluded as the internet showcasing in view of strategies like search engine optimization (see), search engine marketing (seem), spring up ads, online business, email advertising and so forth.

Strategies of Digital Marketing

- *Online following:* This remembers saving the tabs for the client conduct to gather data about his inclination and interests and give him promotions dependent on that. These aides in enticing the client towards its need.
- *Social media:* Social media has gotten very famous in the current days as it gives a stage to the organization to advance its item freely or in a cheap manner. Buyers are additionally urged to share their perspectives about the items and their encounters.
- *E-trade:* These sorts of site/stages play out the information driven promoting. Client needs to give information on to the site like their email ids and contact numbers. The protection of customer is kept up and their own data are utilized to convey to make mindfulness about the current offers and patterns. Clients get the content or messages about the proposals of specific brand.
- *Remarketing:* this has essential part in the showcasing and it helps in isolating the intrigued clients direct them to the site by putting the advertisements before him. In this framework individuals look for something or visit a specific site and dependent on that the predefined promotion is put before him.

REVIEW OF LITERATURE

Edward J. Malecki (2003) worked on the potential and pitfalls of digital development in rural areas. Clearly, there are potential benefits to digitalization in rural areas, such as increased work efficiency, but it also has drawbacks, such as the potential for a human capital shortage. As technology advances, goods and services are available to people with a single click, reducing human interaction. Internet and mobile phones have become an integral part of our lives, whether in terms of communication, entertainment, or marketing. Also, the digital economy is growing [1].

The researchers compared the purchasing habits of rural and urban customers when it came to mobile phones. The study emphasized the difference in price, quality, style, function, and brand consciousness. It was discovered that rural segments pay less attention to quality, function, and brand and are more concerned with price and style. It was determined that minor changes or extrapolation of urban marketing strategies may fail in rural marketing. -Erda Cv (2008) [2].

Saroj Kumar Verma (2013) investigated the Opportunities and Challenges of Rural Marketing in India. One of the major challenges identified in the study was the market's heterogeneous and dispersed nature. Seasonal marketing, low per capita income, transportation, and warehousing are also challenges. On the other hand, a large population seen as a large consumer base in the rural segment is regarded as an opportunity for marketers [3].

Their investigation focused on the scope of rural marketing in India. Based on their findings, they concluded that there is a large scope for marketing if infrastructure improvements are made. It also stated that the Rural Market is yet to be exploited. Pooja and Neha (2014) [4].

Organize Their Efforts. Another study conclusion that highlights the existence of an untapped market in this segment is an increase in purchasing power, as reported by the Rural Marketing Association of India (RMAI).

In current days situation the social collaboration of rural region has likewise expanded because of the various informal communication applications. In rural region verbal exchange and input is prime well spring of data for any item on the lookout. Presently every one of them share a typical stage where they can share their perspectives and take input. This appears as remarketing and WhatsApp has highlight to grant the client who has greatest advertised the plan of any organization or item.

The Study's Objective

- To Study and Understand the Effect of Digital Marketing on Rural Marketing.
- To investigate the potential impact of digital marketing on rural people and to identify various problems that rural people face.

RESEARCH METHODOLOGY

The Idea of The Examination Is Subjective And Exploratory. The Examination Endeavors To Clarify The Effect of Digitization on The Improvement of Provincial Showcasing. The information used in this study was gathered from various websites and published papers. This is exploratory type research and based on secondary data and information only.

Inferences

Rural marketing is an arising opportunity for advertisers to invest. With its enormous shoppers, an organization can effectively create ideal ROI. Numerous organizations have effectively started to advertise their items in the rustic business sectors. However, till now techniques are for the most part on ground showcasing methods. These methods face their own difficulties like dispersed business sectors, non-homogeneous conduct of customers, inclination for nearby items and business people, and expanded expense of movement and transportation [5,6]. Subsequently, moving from on ground promoting to digital marketing can end up being compensating in the fragment.

In its beginning stage in India digital marketing got huge scope of utilizing the rural marketing. With the expansion in number of internet clients and expanded sign up on informal communities, we are seeing a hefty infiltration of digital media into the previous neglected section of population. This chance isn't yet acknowledged to its full degree however unquestionably in the coming years it will be one of the popular medium of marketing. With the way that metropolitan markets reacted to the digital marketing methods it very well may be securely accepted that rural markets will follow. Additionally, the metropolitan markets are currently soaked, in this way, advertisers need another spot to channelize their assets and energy.

Digital marketing have numerous benefits over on-ground showcasing, for example, follows:

- *More extensive effort to clients:* no obstructions regarding network problem, distributed land, or landscape. An item can be publicized in any distant areas utilizing digital media for showcasing. Consequently, giving it more number of shoppers to focus with the accessible pool of assets.
- *Feedback:* on ground promoting has a significant downside as far as criticism to advertising technique carried out. To examine the client's reaction to the item, more number of worker hours is contributed and more often than not it becomes drawn-out errand to complete the reaction overviews. Conversely, digital marketing can without much of a stretch monitor shoppers who are intrigued or halfway keen on item exclusively by tallying the quantity of snaps on the notices. Likewise, with utilization of current programming anybody can without much of a stretch dissect the information and standards of conduct [7]. Further, number of bouncers can likewise be recorded and different strategies can be carried out to welcome them on stage as well.
- *Ease of transportation:* the highlights that should be set up at key areas should be shipped from the head branches to the objective area. Because of bad condition of streets and remote deployment of rural region it brings about a significant expense of transportations. If there should be an occurrence of digital marketing this expense is chopped down significantly. All the highlights can be projected on separate media through advanced methods which implies no transportation included.
- *Productive choices:* digital marketing methods are not restricted space or time. Advertisers can use productive methods like recordings, audios, mysteries, continuous investigation, and so forth to catch the consideration of the purchasers in the fragment [8]. Contrasted with on-ground promoting where just few choices are accessible, these strategies have significantly more number of choices to grow customers.

Digital marketing isn't restricted to recognize needs only, it is a helpful to understand the basic needs of the shoppers. It very well may be a viable device to execute pushadvertising for the market development of any item [9]. Simultaneously, advertisers should realize that the extent of the item that ought to be pushed into rural section is limited. Any item which has actual structure must be examined before promoting rural areas. The expense of physically delivering of the item should be acknowledged before marketing to keep away from any wastage of cash and effort. The couple types of item that could discover digital marketing accommodating:

1. *Social networking*: A growing trend for connecting with friends and staying in touch 24×7 has provided these organizations with a massive market that is already waiting for them. With digital marketing promoting these organizations, they can easily penetrate the new market and take the lion's share.
2. *Online educational courses*: These items have a high extent of market development in rural segment [10]. With the expanding proficiency rate and realization towards significance of instruction in the adolescent, these applications can without much of a stretch form promising consumer base.
3. *Ticket booking system*: Ticket booking websites and specialists managing in booking of railway tickets, packages, carrier tickets, lodging booking and so forth can track down a significant number of customers searching for simple ways to get their bookings. In this way, these items can likewise have a positive reaction from digitalmarketing in rural areas.
4. *E-commerce in cheap cost items*: Apps and websites managing in cheap cost items, for example, FMCG and others may think that its waste to put resources into the rural fragments. The items must be examined before physical delivering because it include delivering cost and overall cost of item.
5. *Games*: With the youth getting more dependent on web based gaming, these applications as of now have customers waiting for them. Numerous applications may find it cake stroll to enter these business sectors and gain an offer. Further, these stages would themselves be able to serve as a media of advertising, subsequently enhancing their profit.
6. *Apps for music and video*: The rural market offers an incredible untapped opportunity for apps managing music and video. On-ground advertising techniques may be practically pointless while digital marketing may help them arrive at right arrangement of clients in the rural market.
7. *Informatory applications*: With the innovation penetrating the world at an uncommon speed, apps offering types of assistance like news, G.K., current affairs, and so forth may make their actual counterparts out of date in coming years. They have high extent of acquiring existing clients who are now associated with their actual commodities.

Every one of these methods examined above would themselves be able to act as a transporter of marketing strategies. This is another benefit of digital marketing. The media used as channel for digital marketing (advanced promoting) would themselves be able to be an item. Hence, organizations can have common associations to advance results of one another, accordingly saving expense of marketing.

CONCLUSION

Digital marketing in village area is very untouched region and has part of undiscovered potential but the methods are yet being conceived to explore this region. Being the time productive, largely affected and simple accessibility, there are certain advantages of advanced promoting. The increase in innovation expansion likewise increase the openness to individuals, and it opens up the chance of long range interpersonal communication, online courses, ticket booking framework and different significantly more. As of recently provincial market is item driven not the assistance driven, with data of item accessible heretofore to the consumers lets the organization to anticipate conduct of genuine item prior to dispatching it, which helps in making arrangements for the results.

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