

DIGITAL MARKETING IN RURAL AREAS OF THE INDORE DISTRICT

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ABSTRACT

Digital Marketing is defined as buying and selling of information, products, and services via computer networks or the Internet. Internet and electronic commerce technologies are transforming the entire economy and changing trade models, revenue streams, customer bases, and supply chains. New business models are emerging in every industry of the New Economy. Rural area means an area of land that is outside the constraints of the city or region, or an assigned business, commercial or residential centre. The Rural area involves different patterns of settlements, living, infrastructure, and socio-economic while compared with urban areas. There is a difference between rural areas and urban areas in terms of occupation, population size, education level, accessibility of information, accessibility of services, demographics, politics, etc. The idea of Rural Marketing plays a very important role in the Indian financial system. As it is known, most of the Indian people live in villages and it is more than 70% of the whole residents of the country. Rural Marketing generates more revenues in the country because the majority of the customers are from rural areas.

Keywords: *Potential, Digital Marketing, Social Media & Rural.*

Introduction

Rural area implies an area of land that is outside the requirements of the city or district, or an allocated business, business, or private focus. The Country region includes various examples of settlements, living, foundation, and financial while contrasting metropolitan regions. Occupation, population size, education level, accessibility to information and services, demographics, politics, and other factors differ between rural and urban areas. "All the places that fall within the administrative limits of a municipal corporation, municipality, cantonment board, etc." is how the Census of India defines urban India. or on the other hand have a populace of no less than 5,000 and have no less than 75% male working populaces in external the essential area and have a populace convergence of no less than 400 for each square kilometer. Promoting has been examined and evaluated routinely since showcasing was assumed as an unmistakable discipline and space. Various meanings of showcasing have been advanced all through the years as each age endeavors to discover what advertising is and how it affects them. Marketing has been recategorized over the past 50 years to fit new contexts, such as the political, social, and not-for-profit sectors. More opportunities to rethink marketing have emerged as a result of new methods, tools, and media.

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Advertising is the most common way of deciding and deciphering the shopper's needs and needs into item expectation, encouraging interest and afterward thusly growing this interest. " Promoting is a social and administrative interaction by which people and gatherings get what they need and need through making and trading items and worth with others" (Phillip Kotler, 2012). In addition, Kotler and Armstrong defined marketing as the process by which businesses generate value for customers and cultivate strong relationships with them in order to obtain value in return. There are five fundamental ideas in marketing that provide a smart approach to marketing and aim to achieve goals, provide a degree of achievement, and continue time management by employing plans that are specifically designed for each target or goal.

Advanced Advertising is characterized as trading of data, items, and administrations by means of PC organizations or web. The technologies of the internet and electronic commerce are reshaping the economy as a whole, altering business models, revenue streams, customer bases, and supply chains. New plans of action are arising in each industry of the New Economy.

Computerized showcasing includes all promoting endeavors that utilization an electronic gadget or the web. To connect with current and potential customers, businesses use digital channels like search engines, social media, email, and their websites. This can likewise be alluded to as 'web based showcasing' of items and administrations utilizing web cell phones, advanced innovations, exhibit promoting, and any type of the computerized medium. Business develop altogether with the assistance advanced advertising as by utilizing different procedures and system, computerized promoting assists with drawing in more rush hour gridlock as well as the quality traffic which draws in and convert more.

Objectives of the Study

The purpose of the study is to Understand, access and identifies "Potential of Digital Marketing in Rural areas of Indore". The method of research used is questionnaire, population under investigation is customers of rural areas of Indore and the variables being studied are Digital Marketing and Potential in rural areas.

- To critically examine the potential for digital marketing in rural areas of Indore district.
- To identify the underlying factors responsible for the potential of digital marketing in rural areas of Indore district.

Research Methodology

Research methodology is an approach to scientifically resolve the examining difficulty. It may be implicit as a science of study how research is prepared systematically. Research methodology is the description, explanation & Justification of various methods of conducting research. Research Methodology has many magnitudes and research methods also comprise a component of Research Methodology. The scope of Research Methodology is broader than research methods. Actually, when considering research methodology, it is not only about the research methods but also measuring the reason at the rear the methods can be used in the perspective of a particular method or technique &for what reason cannot be used other method. So that research results are capable of being evaluated either by the researcher himself or by others.

Research Design

The research design tenders on the whole stratagem in the direction of choosing to put together the various components of the research in a rational and consistent way, thus, ensuring that the researcher can successfully deal with the research problem; it constitutes the design for the collection, measurement, and analysis of data.

A descriptive research design is used for the study. It is a scientific method that involves observing and unfolding the conduct of a subject exclusively of influencing it in any manner. Descriptive research design is a type of research design that aims to systematically obtain information to explain an occurrence, circumstance, or population. More exclusively, it helps to retort the questions regarding what, when, where, and how the research problem is instead of the why.

The Sample Design

- **Population:** The population for the study was the consumers of rural areas available at Indore district.
- **Sample Size:** The number of individuals a researcher should include in his sample depends on various factors, including the size and variables included in the study of the population and the research design used in his study.

Results**Table 1: Demographic Factors – Age**

Age in years	No. of Person
15-25 years	50
25-35 years	112
35-45 years	148
45-55 years	152
55 Years & Above	156

Table 2: Demographic Factors – Monthly Income V/s Age Groups -Consolidated

Monthly Income in (in Thousands)	15-25 years	25-35 years	35-45 years	45-55 years	55-65 years
15-25	24	0	0	31	10
25-35	1	56	74	63	40
35-45	0	0	31	58	55
45-55	25	35	34	0	51
55 & above	0	21	9	0	0

Table 3: Demographic Factors – Occupation V/s Age Groups

Occupation	15-25 Years	25-35 Years	35-45 Years	45-55 Years	55 Years & Above
Teacher	44	44	9	45	28
Administrative	12	12	35	29	47
Farming	13	13	34	10	47
Business	40	40	5	30	34
Other	3	3	65	38	0

Table 4: Demographic Factors – Gender V/s Age Group Consolidated

Gender	15-25 Years	25-35 Years	35-45 Years	45-55 Years	55 Years & Above
Female	25	56	74	76	69
Male	25	56	74	76	87

Table 5: Demographic Factors – Qualification V/s Age Group Consolidated

Qualification	15-25 years	25-35 years	35-45 years	45-55 years	55 Years & Above
High school	29	0	0	12	51
HSC	39	20	0	42	44
UG	0	92	4	44	55
PG	0	0	74	28	6
Above PG	0	0	70	26	0

The initial footstep in converting data into information is to generate a distribution. The most primitive way to present a distribution is to simply listing, in one column, each value that occurs in the population and, after that in next column, the number of times it occurs. It is expected to list the values from lowest to highest. This simple listing is called a **frequency distribution**. A more well-designed way to revolve data into information is to sketch a graph of the allotment. Normally, the values that occur are put along the horizontal axis and the frequency of the value is on the vertical axis.

Suggestions

After completion of this current research work, it is realized that requires some more insight to in-depth study on the current topic as the internet facilitates mass coverage of the market. Now everything is:

- Building upon the findings of your research. These may relate to findings of your study that you did not anticipate. Moreover, you may suggest future research to address unanswered aspects of your research problem.
- Addressing limitations of your research. Your research will not be free from limitations and these may relate to the formulation of research aim and objectives, application of data collection method, sample size, scope of discussions and analysis, etc. You can propose future research suggestions that address the limitations of your study.

- Construct the same research in a new context, location, and/or culture. It is most likely that you have addressed your research problem within the settings of a specific context, location, and/or culture. Accordingly, you can propose future studies that can address the same research problem in different settings, contexts, locations, and/or cultures.
- Re-assessing and expanding the theory, framework, or model you have addressed in your research. Future studies can address the effects of a specific event, the emergence of a new theory or evidence, and/or another recent phenomenon on your research problem.

Limitations of the Study

Every research has its limit and these limitations arise due to restrictions in methodology or research design. The current study had also some limitations which are as follows:-

- **Limited Access to Information:** As the sampling method was used in this study and it was on the basis of convenience so very limited access to information was gathered.
- **Limited Time:** As a Ph.D. scholar researcher is bound by his deadlines when it comes to completing his study. So, time constraints can affect the research negatively.
- **Conflict over Biased Views and Personal Issues:** Biased views can affect the research. In fact, we end up choosing only those results and data that support the main argument, keeping aside the other loose ends of the research.

Scope for Future Research

- There is still scope to research about those marketers who are likely to use digital marketing in the near future so as to know more about their digital market and also which technique of digital marketing is being used by them.
- We can also research about how the new ventures that are catering to rural areas are making people aware about their offering and new products.
- A system is evolved that enforces collaboration on its own by requiring each group to co-operate and share in order to achieve its own interests.
- For building trust among the rural peoples towards the activities of ITC it was essential the interface between farmers and company is from the village community itself and not somebody from outside.

Conclusion

Rural markets are both economic and social networks and there is a strong connection between the operation of social and economic transactions. Understanding the operations is vital before the systems are conceptualized. Use of local population, as much as possible helped the network to get the acceptance closely. The success of digital marketing comes from the condition in which both the rural people and the digital marketer share the benefits coming out of the elimination of middle men and due to timely information availability. Majority of the marketer use digital marketing and social media to promote their product/service. Greater interface with rural peoples, need skills to be culturally sensitive and open to generate ideas from the routine daily interactions. Employee required understanding villagers and their activities. Farmer relationship management workshops for field teams are required. Training programs for quality testing and entrepreneurial development of the digital marketer and creating trust among the contributing rural peoples as it is the only aspect that can facilitate sustainable working relationships in digital marketing.

Qualification also has impact on potential of digital marketing. Qualification High School & Higher Secondary has significant impact and qualification Higher Secondary & PG and Higher Secondary & Above PG have also significant difference. When we talk about income, it also shows significant impact on potential of digital marketing specially income group of 15-25 & 55 and above; 25-35 & 45 -55; 25-35 & 55 and above; 35-45 and 55 and above and 45 -55 and 55 and above shows different perception on potential of digital marketing. It means income group of 55 and above is very much different from other income groups. If we consider occupation, Govt. and others; others and Private has impact on potential of digital marketing study.

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