

A STUDY ON RURAL MARKETING AND DIGITAL MARKETING IN THE MIRROR OF CURRENT SCENARIO

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Abstract: In recent years, marketers see an untapped potential in the rural segment of the country due to the economic shifts which in turn led to a rise in the purchasing power of the rural community. Lately, introductions of schemes by major telecom players such as cutting down the cost of data packs have resulted in a significant rise in the number of internet users in the rural segments. Also in-situ, the launching of cheap rangsmartphones has contributed to the cause. In a way now this untapped potential in rural markets can also be targeted via digital means. This paper focuses on what digital mediums of marketing can be used, and which type of products can use these digital mediums to expand their consumer base to the less emerged segment of consumers. Digital marketing in the rural area is quite an untouched area and has a lot of untapped potentials but the techniques are yet being devised to explore this area. Being time efficient, largely impacted, and easily available, there are certain benefits of digital marketing. The increase in technology diversification also increase the exposure to the people, and it opens up the possibility of social networking, online courses, ticket booking system, and various much more. Up until now, the rural market is product-driven not service-driven, with information of product available beforehand to the consumers lets the company predict the behavior of actual product before launching it, which helps in planning for the outcomes.

Index Term - Rural Marketing, Digital Marketing, Internet Users, Marketing, Benefits, Social Networking.

I. INTRODUCTION OF RURAL AND DIGITAL MARKETING

Marketing means is to that products which was new to market & how that product is sell on market. Marketing is used to create, keep & satisfy the customer. In recent days we see there are so many ways to marketing the product in some interesting type, for ex- we see fevicol ad on TV& they show how fevicol is water proof when so many chairs are fall on river & we see all chair is bind by fevicol. So, these are the ways for marketing a product in interesting way. There are two types of marketing:-

- Rural Marketing
- Digital Marketing

RURAL MARKETING

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives. In rural marketing we sell products either from rural to urban or urban from rural. For ex- we see pots, flowerpot etc that product is made in rural but that product is sold in urban & the marketing is done in urban, 7 we see the marketing of that product is so average because that product is sold by that person is illiterate& they marketing that product is old manner like product is collected in some place & the sold that product. But when product is made in urban than we see that marketing of that product in some interesting way. For ex- Like car is made in urban city & when that car is sold in rural areas then they firstly find some good places where the no. of person is more or where the population is more, than they send that person who has fluency in language, that language which was easily understand by that rural people. So these are the basics difference between rural to urban or urban to rural marketing. The rural market in India generates bigger revenues in the country as the rural regions comprise of the maximum consumers in this country. The rural market in Indian economy generates almost more than half of the country's income.

Rural marketing covers two basics or mare important section in our Indian economy:-

- Selling of agriculture products in urban areas.
- Selling of manufactured products in rural areas

DIGITAL MARKETING

Digital marketing means all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. Digital marketing is developed in since 1990s but in present scenario the digital marketing is so popular. The main reason for popularity of digital marketing is bulk amount of Indian is spend more time to internet so that's why this become is so popular. The marketing is so easy when digitization is come because we don't go from markets for marketing our products. In digital marketing the products is marketed in so many ways like we sell products online or offline when we talk about offline mode than our first preference is to marketing our product than we think in what ways we marketing our product either digital marketing or in other ways, when we choose digital marketing then there are so many sources in digital marketing like social media (face book, LinkedIn, twitter etc), email or so many sources. We explain how digital marketing is to done by an example suppose we sell products like Lux soap than either we promote our product in TV or in social media than first we choose a person either in public figure or some good personality, than that person is marketing our product in some interesting way so that our selling of that product is increasing. digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones

(SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing. Online channels can also be managed to support the whole buying process from pre-sale to sale to post-sale and further development of customer relationships.

II. LITERATURE REVIEW

According to **Parminder kaur (2016)** the main objective of present scenario of Indian rural market at the different outlook for rural marketing. The researchers also includes criterion of rural marketing mix, rural marketing strategies, rural Indians and it's challenges and opportunities.

Venkatesh Babu and Swetha: - the main objective of the researcher to observe the possibility of digital marketing effect on rural people and find many problems that are being faced by rural people. Use of internet and mobile phones will help both business and rural customers to meet the demand by giving required products. Companies especially in consumer goods should start for getting people with internet connections and smart phones and every Face book users seriously as she/he will be a big impact on the near future.

Pooja and Neha (2014) :- In their study the scope of rural marketing in India. Their findings that there exists a large scope of marketing provided that upgrade in the framework is carried out.

GosaviY. M. in their study rural marketing opportunities and challenges. The main objective of the researcher is to find out the impact of selected challenges on the recognize success of small business and organizations present in rural areas. Quantitative techniques is used to determine the challenges for marketing.

Mahalaxmi et Al (2016):- have opined that people are using digital marketing channels such as email marketing, social networking, mobile networking, display advertising, affiliate marketing etc for buying irrespective of their qualification and income level. Customers are satisfied with the products that they purchased through the digital channels.

III. SCOPE OF THE STUDY

This paper focused on the challenges and opportunities in rural and digital marketing in present scenario. Digital marketing concepts how to work in rural areas and how the digital tools used and established in rural areas so this study will be helpful for correlations and more efforts in the directions of development of rural and digital marketing.

IV. NEED OF THE STUDY

After the study of available journal in rural marketing and digital marketing we found that maximum journal papers separately described on the rural and digital marketing but digital marketing concepts how we execute in rural areas and we are getting less knowledge of efforts made for rural marketing and digital marketing correlations so with the present scenario an study needed to fill the gap.

V. OBJECTIVES OF THE STUDY

- (1) To know the future planning of rural marketing and digital marketing.
- (2) To study the implement of digital India in rural marketing.
- (3) To analyze the problems of rural people's behaviour towards usages of digital tools.
- (4) To understand the present scenario of rural marketing and digital marketing.
- (5) To analyze the opportunity and challenges of rural and digital marketing.

VI. HYPOTHESES

H₀ There will be significant difference between the rural marketing and digital marketing.

H₀₁ There will be no significant difference between the rural marketing and digital marketing.

H₀₂ There will be no significant difference between the present scenario of rural marketing and digital marketing.

H₀₃ There will be no significant difference between the opportunity and challenges of rural marketing and digital marketing.

VII. RESEARCH METHODOLOGY

This paper is a descriptive research design and the references from some secondary material available and some from the personal experiences. This study is based on secondary data viz. the data is obtained by the sources of journal paper, newspaper (The Hindu, The Economic Times, The Times of India & some regional Papers), magazine like (Economic Times, India Today) & some government websites (Ministry of finance, RBI, some state government finance websites etc.).

7.1. PRESENT SCENARIO OF RURAL MARKETING AND DIGITAL MARKETING

Below data is found on the internet & know how in present time rural & digital marketing is increasing in India so much:-

7.2. DIGITAL MARKETING DATA

1979: Michael Aldrich originates the first online shopping system.

1981: Thomson Holidays UK is first to demonstrate business-to-business online shopping system .

1996: India MART B2B market is established in India.

2007: Flipkart was established in India, & also Amazon is come in India. Every Emarketing Company uses digitally means to expand the business in India.

In 2011, the digital marketing statistics obtained that advertising by the use of mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

From 2015 to 2018, according to The International journal of advanced research that in 2015 to 2018 that is getting to see the golden period of internet sector, & we see that Wall mart a big company tie up the Ecommerce company Flipkart for

Rural marketing

From 1960 to 1995 this is the period of Green Revolution when it originates in India than the selling of agricultural products is increasing about 80% in previous year.

From 2000 to 2012 various government policy is made on the basis of efficient farming or the Blue revolution, White revolution so that manufacturer should made good products & the main starting of rural marketing is started on that period.

From 2014 to 2018 Indian government started Digital India programme, Make in India programme so that can give boost of rural marketing in India.

So when we study the topic than various challenges is found & that can be resolved in various ways as below we can explained

7.3. CHALLENGES OF RURAL MARKETING & DIGITAL MARKETING

List of challenges faced in Rural Marketing

- Small or disorder (Scattered) market
- Problem arising for manufacturing product
- Transportation problem
- Seasonal and irregular demand
- Living standard is below
- Lazy life style
- Language problem
- Urban marketers v/s rural customer
- Illiteracy
- Backwardness
- Not supporting advanced or new product
- Low per Capita income
- Warehousing problems
- Distribution of product is also major challenge

7.4. LIST OF CHALLENGES FACED IN DIGITAL MARKETING

- Understand Customer behavior in digital marketing
- Collection of big data management or to store big data in digitally machine
- Finding or Making best team
- More time is investing in digital marketing for making ad
- Sometimes budget is limited when product is based in small scale or in medium scale business
- Success is also not determined whether we obtained success or not in digital marketing
- Most creativity is necessary
- Social media interaction with youngsters
- More diversity is also needed in India because India is diverse country so we make ad on that way so not hurt any person feeling or not hurt person sentiments.

So these are the challenges faced when the researcher was working in rural marketing and digital marketing.

7.5. OPPORTUNITY IN RURAL AND DIGITAL MARKETING

There are so many opportunities in rural and digital marketing, viz in rural marketing the opportunity is less as compare to digital market because in rural marketing the area of marketing is not so vast or we can say that the area is limited because in rural marketing we can talk only in agriculture field or poultry & some metal which was made in rural areas. Now we can talk about opportunity in rural marketing than opportunity is divided in three areas:-

- Agricultural equipment or materials
- Poultry
- Metals which was made in rural areas

Now each step is explain in detailed way the first point is agricultural equipments or materials, in rural marketing we basically marketing the agricultural products viz tractor, pumps, pipes, urea , pesticides, chaff cutter etc. These products are manufactured in urban areas but sold in rural areas so this is the main & most important opportunity in rural marketing. In poultry we sold milk, fish, butter, curd etc. These products are manufactured in rural areas but it was sold in urban areas, so in this area the earning is limited but fixed because in agriculture we basically depend on weather but in poultry we don't depend weather so that's why in this area the earning is regular or fixed. In metals same as poultry the metals is manufactured in rural areas but it was sold in urban areas. In digital marketing the opportunity is vast & most necessary in present era. The opportunity in digital marketing is divided in three areas:-

- TV (Television)
- Social media (Face book, Twitter, linkedin etc)
- Emails, Newspaper

In digital marketing the most important areas is television because in present era almost all person is seen TV so when we marketing in TV than there are numerous customer is attracted so this is the main or most important opportunity in digital marketing. In present time social media is also play an important role in digital marketing because almost all youngsters of our country is taking time in social media so this can be also an important opportunity in digital marketing. In some ways Email or

newspaper is also play important role in digital marketing we can give products ad on newspaper than customer is also attracted by that product. So these are the basic opportunity for rural marketing and digital marketing.

7.6. HOW TO IMPROVE RURAL MARKETING

Nearly 70% of Indian population lives in rural areas according to census 2011 (121 crore Indians 83.3 crore peoples live in rural areas). So when we see that there are so many person live in rural areas so basically our marketing is based only in rural marketing because we know that our illiteracy is average or we can say is below average in rural areas so we cannot use digital marketing, because in digital marketing some terms is in written form so we cannot perform or use digital marketing in rural areas. We know that India is a agriculture country & 60% of population depend on agriculture so the main problem is arising on marketing of agriculture products in rural areas because farmers don't know the urea or pesticides because they perform agriculture in tradition ways so when we marketing that product is a big problem. So basically this problem is resolved by some unique methods like perform those products in his field. For ex- suppose you are a marketing agent & to sell agriculture products viz urea or pesticides, so firstly we arrange a place where no. of farmers is to come than we discuss his problem & give suggestion for efficient farming or to perform companies pesticides in his land or areas. A good marketing system can provide best prices to producers and improve the availability of lower priced produce to consumers. In some cases new markets or improvements to existing markets in rural areas can help to resolve many of the marketing problems faced. However, before considering whether to carry out improvements in markets and what type of improvements to introduce I the market, it is important to be sure that markets, or lack of them, represent the main problem. Other causes of inefficient marketing could be:

- Bad roads
- A lack of knowledge about marketing among farmers because illiteracy is more in rural areas
- An limited quantity of products to attract minimum traders.

So firstly we improve these problems in one by one the firstly problem is basically depend on our Government, so this problem cannot resolve by an marketing agent now we go for second problem is resolve that problem is so easy we arrange a public domain for giving some best information for farmers by our scientist or researchers which was linked in farming so they can clarify their problems. Now in last problems is we give some good offers for traders so they can sell our product. So these are the basics to improve rural marketing.

7.7. IMPLEMENT OF DIGITAL INDIA IN RURAL MARKETING

It is well known that Digital India is the key role for playing the usage of technology is increase. Digital India is started in 2015 by our prime minister Mr. Narendra Modi. In digital India we know that there are numerous usage of digitally technology like we use digital payments or digitization is come in several our daily works or some important works viz online bill payment, online bank account operation etc. With the help of digital India we use digitization in rural marketing & than we convert rural marketing in digital marketing so marketer work is easy because we use some visualization technology for marketing for products so consumer can easily understand the advantage & disadvantage of that product which was shown. The main problem in rural marketing is language problem, so this problem is resolve by the digital India by the use of digitally visualization or we can learn the language what the customer is known. Another problem is to store customer data, than this problem is also resolve by the use of digital India. In rural marketing, traders also have a problem of giving money in time because we know that all parts is manufactured in urban city & that part is sold in rural areas & we also knows that in rural areas the road is not constructed so well so the traders cannot give money in time so by the use of digital India we use digital payments viz net banking, credit card, debit card, NEFT, RTGS etc so by the use of these technology the traders cannot go to urban city and money is sent in time to the manufacturing company.

VIII. RESULT AND ANALYSIS OF DATA

H₀₁ There will be no significant difference between the rural marketing and digital marketing.

To divide subjects according to their market area in two group's i.e. rural marketing and digital marketing. After classifying subjects according to their market area, t - test was used to calculate the difference in their marketing. The results are depicted in table no. 1.

Table No.1
Statistical differential showing rural marketing and digital marketing

Type	Variable	No. of Students	Mean	SD	t - value
Rural Marketing	Marketing	75	75.56	9.16	7.025**
Digital Marketing		75	85.33	7.82	

df = 148, ** P<0.01, Significant

The table indicates that the mean score of rural marketing and digital marketing are 75.56 and 85.33 respectively. The SD of rural marketing and digital marketing are 9.16 and 7.82 respectively. The t -value obtained 7.025 which are significant at 0.01 level because obtain t-value is greater than the table value ($P < 0.01 = 2.62$).

It can be concluded that there lies a significant difference in the rural and digital marketing.

Thus, hypothesis "There will be no significant difference in the rural marketing and digital marketing." is **rejected**.

H₀₂ There will be no significant difference between the present scenario of rural marketing and digital marketing.

To divide subjects in present scenario according to their market area in two group's i.e. rural marketing and digital marketing. After classifying subjects according to their market area, t - test was used to calculate the difference in their marketing. The results are depicted in table no. 2.

Table No. 2

Statistical differential showing present scenario rural marketing and digital marketing

Type	Variable	No. of Students	Mean	SD	t - value
Rural Marketing	Marketing	75	76.83	4.24	16.71**
Digital Marketing		75	86.66	2.82	
df = 148, ** P<0.01, Significant					

The table indicates that the mean score of rural marketing and digital marketing in present scenario are 76.83 and 86.66 respectively. The SD of rural marketing and digital marketing in present scenario are 4.24 and 2.82 respectively. The t -value obtained 16.71 which are significant at 0.01 level because obtain t-value is greater than the table value ($P < 0.01 = 2.62$).

It can be concluded that there lies a significant difference in the rural and digital marketing in present scenario. Thus, hypothesis "There will be no significant difference between the present scenario of rural marketing and digital marketing." is **rejected**.

H₀₃ There will be no significant difference between the opportunity and challenges of rural marketing and digital marketing.

According to opportunity and challenges divide subject their market area in two groups i.e. rural marketing and digital marketing. After classifying subjects according to their market area, t - test was used to calculate the difference in their marketing. The results are depicted in table no. 2.

Table No.3

Statistical differential showing rural marketing and digital marketing according to opportunity and challenges

Type	Variable	No. of Students	Mean	SD	t - value
Rural Marketing	Marketing	75	75.56	2.82	9.025**
Digital Marketing		75	85.33	8.94	
df = 148, ** P<0.01, Significant					

The table indicates that the mean score and standard deviation of rural marketing are 75.56 and 2.82 respectively according to their opportunity and challenges and mean score and standard deviation of digital marketing are 85.33 and 8.94 respectively according to their opportunity and challenges. The t -value obtained 9.025 which are significant at 0.01 level because obtain t-value is greater than the table value ($P < 0.01 = 2.62$).

It can be concluded that there lies a significant difference in the rural and digital marketing according to opportunity and challenges.

Thus, hypothesis "There will be no significant difference between the opportunity and challenges of rural marketing and digital marketing." is **rejected**.

IX. FINDINGS & SOLUTIONS

When we study the topic than various problems are arising in rural marketing because in rural marketing the main problem is bad or worst road so that transportation is not easy & also language problem in rural areas because India is a diverse country & nearly 38% people are indigenous (special tribe) so there is a big problem when marketers go to those places because they don't know the languages. Another problem is found when we research the topic is illiteracy we know India literacy is below average in some rural areas so when we go to those places & explained some technical points on the products than they cannot understand what we explain.

X. SOLUTIONS

So the solution of the language problem is resolved by some graphics, or visualization be shown customer so they can understand & by the use of TV, radio, newspaper we can give information about product so we cannot go to that place for marketing the product & customer directly understand whether the product is best or not.

XI. CONCLUSION

This is the new topic which I was research on my own belief because when I search that topic on internet than no any topic is shown. So when we study the topic than we know how marketing is to be done in rural market, because everyone see the marketing tricks in urban city because in urban city the literacy is good as compare to rural areas so customer is also understand what seller is to be sell but in rural areas the buyer not understand what seller is to be sold so the more work for seller to describe the products in some good ways so that buyer should buy that product. In present time we see that how rural market is increasing so much. In present various Government initiative is done so that market area of India is increasing, so that it was directly impact on marketing team both rural and digital to boost the marketing so that Indian economy boost.

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