

A Study on: How Digital Marketing has changed the Life Style of Rural People

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Abstract

India has a wide and diverse rural population, with various dialects and cultures. In addition to more conventional applications, India expects the Internet to empower poor, rural villagers to better their lives. In every way, the rural population differs from the rest of the population: quality of life, clothing, schooling, and accommodation, accessibility to facilities, transportation, occupation, and so on. Digital marketing in rural areas is a relatively unexplored field with so much untapped potential, but strategies to explore this area are still being developed. Digital marketing has emerged as a primary catalyst for connecting with audiences, engaging them, and driving sales for businesses. It is critical to comprehend how we use digital to reach out to rural audiences. With the passage of time, digital marketing practices have shifted, and new methods of marketing have emerged. Newspapers, radio, television commercials, email, and now the internet are all on the rise. It is clear that change cannot be managed, and companies must remain well ahead of the curve because this is how a company is proven to be competitive enough to reach its customers. With an increase in business opportunities in rural areas, there would be a significant increase in new job opportunities, thus increasing people's overall income levels. These scenarios, in turn, would have a positive effect on more small businesses entering rural India in a variety of ways, with digital marketing being one of the most beneficial. This study is descriptive as well as exploratory in nature.

Keywords

Digital marketing, Rural population, Small businesses, Internet, and Marketplace.

1. Introduction

Digital marketing is a type of electronic communication that marketers use to sell their products and services to the marketplace. The main purpose of this research paper is to explore that how digital marketing Changes the lifestyle of not even the urban but also the rural population. If we talk about lifestyle change then in this context online marketing plays a vital role and gave a boom to the marketers where they sell their products in pan India as well as out of the country. Digital marketing is also known as 'online marketing,' 'internet marketing,' or 'web marketing.' Over time, the term "digital marketing" has risen in popularity, especially in some countries. Digital marketing is an umbrella word for the marketing of goods or services using digital media, especially the Internet, through cell phones, display ads, and every other digital medium. The term digital marketing has thrived and stands for brisk growth in rural India, with technological advancements having a significant impact on rural marketing by shifting to digital marketing. Villages are providing significant sales coverage to e-commerce giants such as Myntra, Jabong, Nykaa, Amazon, Limeroad, FlipKart, and others. The villager's profit from the online distribution system. And, with the spread of the Internet and smartphones, the majority of the villagers order their products using mobile apps and computers. According to these businesses, the most common goods are electronic items, utensils, grinders, baby products, mixers, and so on. The interesting thing about orders from distant areas is that there is a lower risk of products being returned because they order only the most important goods. This saves the business money on logistics because they have to spend less in returning the delivered goods. Certain businesses, such as Ipay, Storeking, eDabba, and others, are entirely focused on rural areas, with creative web design and creation that takes into account user needs and Internet access limitations in rural areas. Digital marketing is already dominating the industry. While traditional marketing has not yet become obsolete, digital marketing has overwhelmed it. Digital marketing is advertisement through digital channels such as websites, social media (such as Facebook, Instagram, Snapchat, YouTube, and so on), emails, and so on. Digital marketing includes social media marketing, email marketing, affiliate marketing, on-demand video streaming, the internet, SEO, SEM, and so on.

2. Objectives of the Study

- To study the impact of digital marketing on rural consumer life style.
- To the study of rural customer perception towards digital marketing/online marketing.

3. Review of Literature

P. Sathya (2015) said in his research paper that many businesses already consider digital marketing to be an essential component of their overall strategy. At the moment, small business owners have an incredibly low-cost and efficient way to sell their goods or services in society by using digital marketing. **Dr. M. Renuka Devi, S. Swathi (2019)** in their research paper studied rural consumer behaviour in digital marketing and explore that digital marketing in rural areas is a relatively unexplored field with a lot of untapped potentials, but strategies to explore this area are still being developed. there are some advantages of digital marketing, such as the fact that it is time-efficient, has a significant effect, and is easily accessible. The diversification of technology also increases people's visibility, and it opens up the possibility of social networking, online classes, ticket booking systems, and much more. The rural market is product-driven rather than service-driven, and having product knowledge accessible to customers ahead of time allows the company to forecast the behaviour of the actual product before releasing it, which aids in preparing for the outcomes. **Dr. B. Joy Suganya (2018)** studied about Impact of Digital Marketing on Indian Rural Marketing and said that Companies are facing enormous challenges in meeting the needs of rural people, causing rural marketing to rise faster than urban marketing. Recently, the implementation of schemes by major telecom players, such as lowering the cost of data packs, has resulted in a substantial increase in the number of internet users in rural areas.

4. Research Methodology

The research is based upon primary and secondary data both. The primary data is collected through a survey with the help of structured questionnaire. And secondary data is collected through research journals, newspapers, articles, thesis, websites, etc.

4.1 Type of Research

This study is descriptive cum-exploratory in nature.

4.2 Sample Design

The samples are convenient sampling and collected from those customers who know about digital marketing and shop the through internet.

4.3 Sample Size

The sample size of this study is 100 where there are 100 respondents and 100 sets of questionnaires. Besides, the response rate is 88 percent.

5. Data Interpretation

Table 1: Socio-Demographic Profile of Online /Buyers

	Categories	Number of Respondents	Percentage of Respondent
Gender	Male	45	51%
	Female	43	49%
	Total	88	100%
Education level	Pre-graduate	7	8%
	Undergraduate	30	34%
	Post-graduate	51	58%
	Total	88	100%
Occupation	Student	40	45%
	Employee	33	38%
	Business	10	11%
	Home maker	5	6%
	Total	88	100%
Marital status	Married	28	32%
	Unmarried	60	68%
	Total	88	100%

Table 2: Way to know about Online Shopping

Categories	Number of Respondents	Percentage of Respondents
Magazines & Journals	0	0%
TV	15	17%
Friends	23	26%
Web-ads	50	57%
Total	88	100%

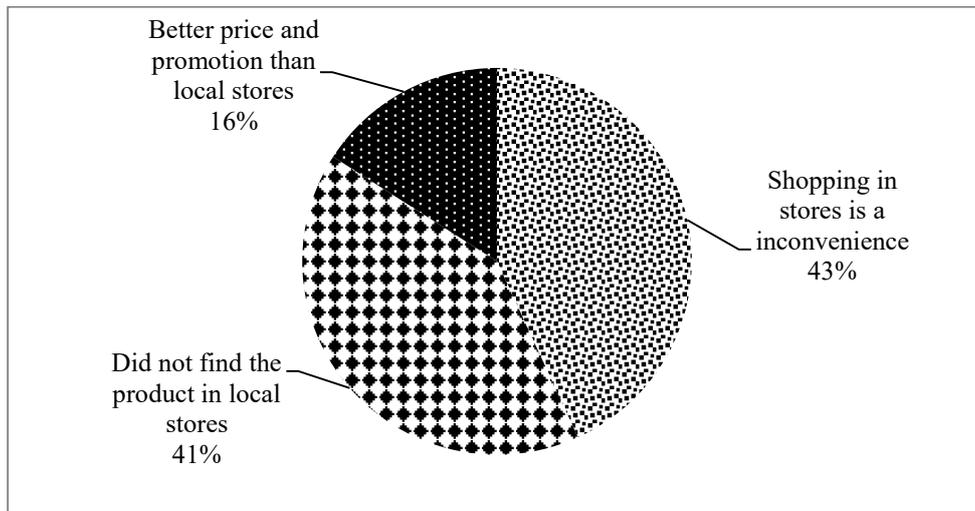


Figure 1: Reason to Purchase Products through Online Portals

The above figure shows that respondents have two major reasons to purchase the product online 43 percent respondents said shopping in store is an inconvenience and the second 41 percent population did not find the product in local stores.

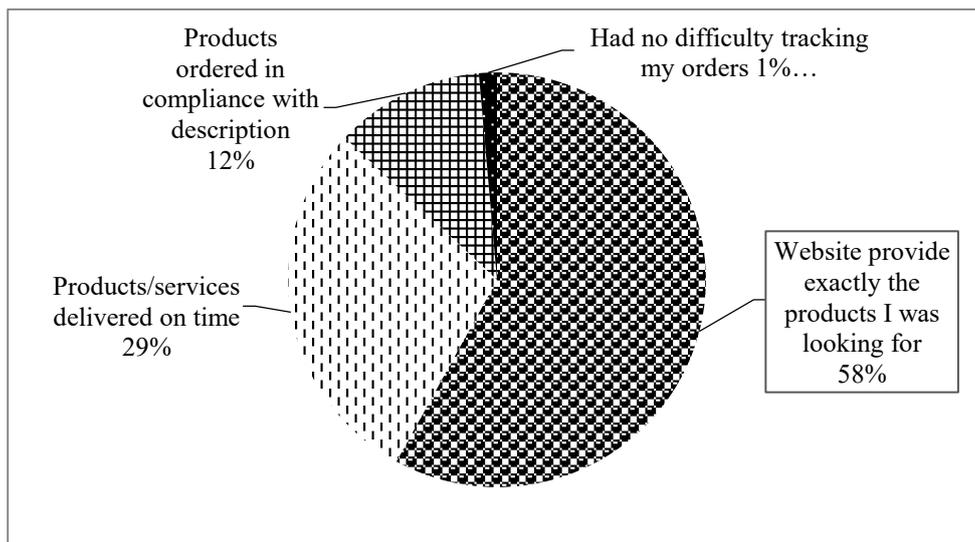


Figure 2: Reasons for Satisfaction

According to this figure majority of respondents, 58 percent opt website provide exactly the products I was looking for and the second reason product/services delivered on time given by 29 percent of respondents.

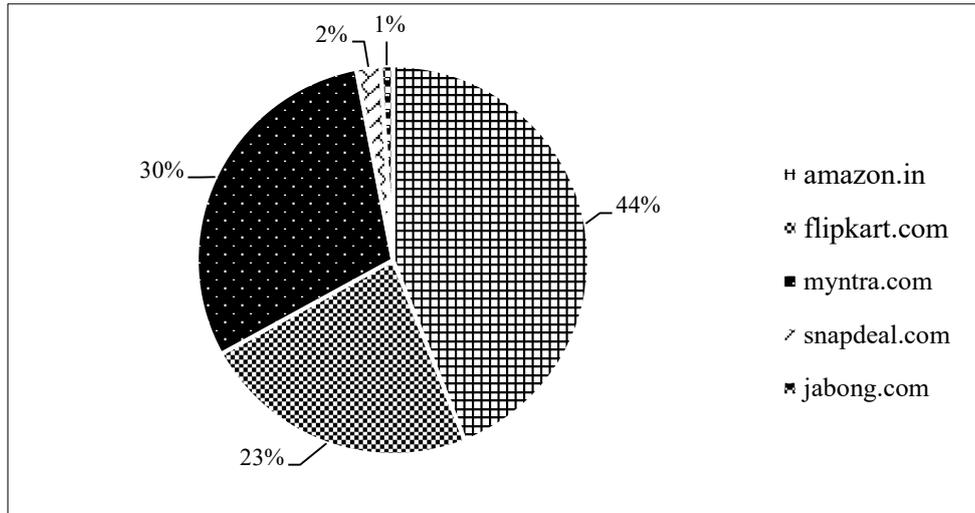


Figure 3: Most Preferred Shopping Websites

Customer opinion on the basis of shopping experience of online products on a five-point scale with the following indicators. 1-Not at all important, 2-Slightly important, 3-Moderately important, 4-Important, 5-Extremely important.

Table 3: Pricing Details of Products on the Customer Purchase Design

Statement	Indicators				
	1	2	3	4	5
Pricing details to be clear and explicit on inclusion of all taxes	7	12	16	14	39
Delivery costs to be explicit in the pricing description	18	12	22	21	18
Period for which the offer or the price remains valid is clearly mentioned	29	21	10	12	26
Period for which promotions/discounts are valid is clearly mentioned	15	6	11	29	31
Choice of Modes of Payment is clearly mentioned along with product description	9	5	19	25	30

Average mean for the given statement:

Statements	Average Mean
Pricing details to be clear and explicit on the inclusion of all taxes	3.75
Delivery costs to be explicit in the pricing description	3.204
The Period for which the offer or the price remains valid is clearly mentioned	3.170
The Period for which promotions/discounts are valid is clearly mentioned	3.76
Choice of Modes of Payment is clearly mentioned along with product description	3.704

Table-3 illustrates the mean score of various perceived factors. The respondents were subjected to questionnaires to indicate the perceived factors that affect rural customers to purchase through online marketing in five-point Likert type scale. the range is (1) Not at all important” (2) “Slightly Important” (3) “Moderately Important” (4) “Important” (5) “Extremely Important”. The study revealed purchase decision of products by the online portal is highly affected by Period for which promotions/discounts are valid is clearly mentioned by a mean response of 3.76 second highest reason which influence customers to online purchase Pricing details to be clear and explicit the on inclusion of all taxes by mean is 3.75 and the third reason is Choice of Modes of Payment is clearly mentioned along with product description by mean of 3.704.

Table 4: Level of Satisfaction about Purchase Benefits of online Shopping

Statements	Indicators				
	1	2	3	4	5
Products quality	17	50	14	3	3
Secure payments	28	43	9	5	2
Easy replace and return	44	26	11	4	2
Timeless delivery	32	39	16	0	0

Average mean for given statement:

Statements	Average mean
Products quality	2.13
Secure payments	1.96
Easy replace and return	1.73
Timeless delivery	1.81

Table-4 illustrates the level of satisfaction of customers who shop online fashion products. They are satisfied with the quality of the product with mean of 2.13. And second, highest factor is payment security with a mean value of 1.96, and the third one is the timeless delivery of products.

6. Findings of the Research

- In today's marketplace, digital marketing has a brighter future.
- Rural consumers are satisfied with online shopping for their needed products.
- The socio-demographic profile of rural customers who are involved in online shopping includes gender, education, occupation, marital status.
- The ratio of the male and female customers is 51:49 where the male customer is higher than female customers who shop online. Since, there is less difference between male and female customers who shop online so we can say both genders equally participate in online shopping.
- The rural online customers are satisfied with the product's quality, price of online products' that depends on the quality of products and also on online shopping sites; maintaining good commitments for the delivery of products in rural areas.

7. Conclusion

Digital marketing has given a smart way to people who belong to rural areas, it provides a chance for rural people to change their lifestyle by using the internet. Nowadays smartphone has become a common thing it is accessible approximately to all people, it doesn't matter whether he/she belongs to the rural areas or urban areas. Every people use the internet and do online shopping according to their needs and they easily find products, because numbers of companies are present online by direct or indirect through own or other online websites. online

companies like Amazon, Flipkart, Jabong, Snapdeal, Myntra, Nykaa, are available and they easily delivered the products in pan India, and people are satisfied with that.

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