A Study On Avenues For Digital Marketing In Rural Areas With Respect To Chickballapura District

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Abstract

The word digital marketing is prospered and stands for booming growth in rural India and the technology up gradation being prominent have a strong influence on the rural marketing by moving towards digital marketing. The companies are facing huge challenges to meet the needs of rural people and this brings rural marketing to grow faster than that of urban marketing. This paper provides understanding of how digital marketing will have impact on rural marketing respect to Chickballapura region. In the recent years rural market have acquired significance and attract the attention of marketers towards rural market and is getting importance because of the saturation of urban market. So the marketers are looking for extending their product categories to an unexplored market i.e. the rural market. The main aim of the study to observe the potentiality of digital marketing effect on rural people and find various problems that are being faced by rural people. Use of mobiles and internet will help both business organisation and rural customers to meet the demand by giving required products. The study is confined to the region of Chickballapur, i.e. how the rural people are using various digital tools of marketing to meet the needs of people of this region. Companies, especially in consumer goods, should start targeting people with smart phones and internet connections who in turn will spread word of mouth across locations. Businesses should start taking every Facebook user seriously as she/ he will be a big influencer in near future. This paper provides perspectives of digital marketing and some suggestions towards rural marketing development by means of digitalisation.

Keywords: **Customers, Digital Marketing, Organisation, Rural Marketing, Technology, Villages.**

INTRODUCTION

'GO RURAL' is the mantra for almost all marketers in India nowadays. As urban market is becoming saturated for most of the products, entry towards rural market is the only sustainable strategy for them. In that context, rural market provides huge potentiality to almost all manufacturers. HUL, P&G, ITC etc., are some of the examples who created history in rural market by successfully making an entry and retaining their place till today among organised ones.

Due to the advent of technology, entry into rural market has become much easier through smart phones and internet connectivity. No more villages remain remote in the era of digitalization. Virtual connectivity between manufacturers and rural customers has made entire world as a '***Global Village'***.

The impact of digital marketing on the growth of rural market has shown positive hopes for the marketers in almost all sectors. Since, India is having more than 70% of its population in rural areas, the marketers could see a new ray of hope to grab untapped rural potential.

Literature review

Edward J. Malecki (2003) worked on the potential and pitfalls of digital development in rural areas. Clearly there are potential benefits of the digitalization in rural area which increases the efficiency of the work but it also has downfalls like it would be the cause of shortage of human capital. As there is increase in technology the goods and services are available at a click away from people and that has reduced the human interaction. Internet and mobile have become integral part of our life, whether in case of telecommunication, entertainment or marketing. The increase in the digital economy also.

Laura Galloway et al (2005) have concluded that there is much evidence that information and communication technologies (ICTs) are drivers of economic growth. As a result, government is keen to promote ICT take-up, particularly where there is economic development need. The rural economy in most countries is regarded as that which requires intervention in order to foster sustainability and development, and there have been many empirical studies of both the value and the use of ICTs in rural areas. These are, however, highly disparate, often being industry, country- and, indeed, type-of-technology-specific. The main aim is to draw together the highly eclectic literature on the use of ICTs in small to medium-sized enterprises (SMEs) in rural areas in order to provide an overview of generic issues, relevant to policy.

Erda CV (2008) studied the comparative buying behavior of rural and urban customers on mobile phones. The study highlighted the difference in terms of consciousness about price, quality, style, function and brand. It was concluded that rural segments pay less attention towards the quality, function, and brand and are more conscious about price and style. It was concluded that minor modification or extrapolation of urban marketing strategies might fail in rural marketing.

Michael Trusov et al (2009) studied the effect of word-of-mouth (WOM) marketing on member growth at an Internet social networking site and compare it with traditional marketing vehicles. Because social network sites record the electronic invitations from existing members, outbound WOM can be precisely tracked. Along with traditional marketing, WOM can then be linked to the number of new members subsequently joining the site (sign-ups). Because of the endogeneity among WOM, new sign-ups, and traditional marketing activity, the authors employ a vector autoregressive (VAR) modeling approach. Estimates from the VAR model show that WOM referrals have substantially longer carryover effects than traditional marketing actions and produce substantially higher response elasticity. Based on revenue from advertising impressions served to a new member, the monetary value of a WOM referral can be calculated; this yields an upper-bound estimate for the financial incentives the firm might offer to stimulate WOM.

Heikki Karjaluoto et al (2010) in their study to build a conceptual model of consumers' willingness to accept mobile advertising, first, investigated factors that influence the acceptance of mobile advertising from both industry's and consumers' point of view. Second, based on a review of previous studies in the field, the authors proposed a conceptual model of consumers' willingness to accept mobile advertising. The model, based on four research hypotheses, indicates that consumers' willingness to receive mobile advertisements to handsets is mainly driven by four factors: role of mobile medium in marketing mix; development of one-to-one marketing medium; regulatory. The findings provide several conceptual and managerial insights into the role of mobile advertising today and in the near future.

Saroj Kumar Verma (2013) examined the challenges and opportunities of rural marketing in India. One of the major challenges identified in the study were the non-homogenous and scattered nature of the market. Other challenges included seasonal marketing, low per capita income, transportation, and warehousing On the other hand, a huge population seen as huge consumer base in rural segment is admired as an opportunity for the marketers to channelize their efforts. Increase in purchasing power, as reported by Rural Marketing Association of India (RMAI) is another conclusion of the study which highlights that there indeed exists an untapped market in this segment.

Pooja and Neha (2014) in their study examined the scope of rural marketing in India. They concluded in Imperial Journal of Interdisciplinary Research (IJIR) Vol-3, Issue-8, 2017 ISSN: 2454-1362, http://www.onlinejournal.in Imperial Journal of Interdisciplinary Research (IJIR) Page 706 their findings that there exists a large scope of marketing, provided that improvement in infrastructures is carried out. It also stated that the rural market is yet to be exploited.

Mahalaxmi et al (2016) have opined that people are using digital channels for purchasing irrespective of their qualification and income level. Advertisement towards digital channels has created awareness among people. Customers are satisfied with the products that they bought through the digital channels.

Research Gap:

By reviewing the available literature, it is clearly noticed that, many authors have conducted research on digital marketing. However, the impact of digital marketing on the growth of rural market has not been given much importance and scope in any of the studies. Hence, the researchers are interested in knowing its impact on growth of rural market particularly in Chickballapur region.

Objectives:

- ✓ To find avenues for digital marketing in rural areas.
- ✓ To analyse rural people perception towards digital marketing.
- ✓ To understand rural mass behaviour towards usage of smart phones and internet.

Scope of the study:

The present research aims at finding avenues for digital marketing in rural areas, rural customer perception towards digital marketing and finding potential avenues for the marketers in implementing digital marketing in rural areas. This study is confined to only Chickballapura region.

Limitations:

- The outcome of research depends on data provided by the respondents which may not be the true representation of the population.
- The study is limited to only Chickballapura region and hence the results may not be generalised.
- The quality of data provided by respondents may not be true in its meaning as the selected sample unit is rural people.

Research Methodology

The present study has adopted descriptive research design and the Sampling technique used for approaching the sample unit i.e. Rural Customers is Judgemental Sampling. Overall, a sample size of 45 has been chosen for the study. As has been mentioned in the title, the study are has been confined to Chickballapura region.

Instrument for Data Collection:

A structured questionnaire designed specifically for capturing the required data has been used in this study. The said questionnaire has been designed in such a way that the variables identified in the literature review have been considered and incorporated.

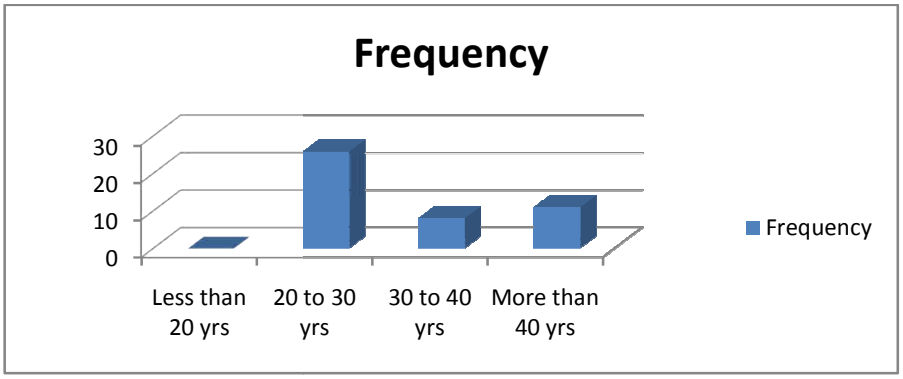
For the analysis purpose, only Percentage Analysis has been applied.

DATA ANALYSIS

Table – 1: Age group of the respondents

Sl. No	Particulars	Frequency	Percentage
1	Less than 20 yrs	0	0
2	20 to 30 yrs	26	58
3	30 to 40 yrs	8	18
4	More than 40 yrs	11	24
Total		45	100

Out of 45 respondents, 26 respondents i.e., 58 percent belong to the age group of '20 to 30 years', followed by 11 respondents i.e. 24 percent belonging to the age group of more than 40 years and finally the remaining 8 respondents i.e., 18 percent belonging to age group '30 years to 40 years'.

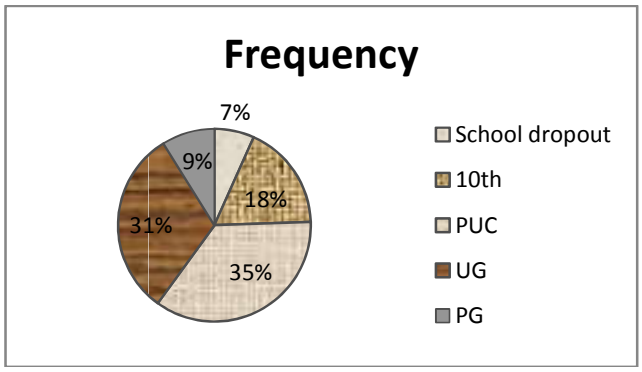


Graph 01: Age group of the respondents

From the above, it can be inferred that majority of the respondents belong to 'less than 30 years' age group.

Table - 2 Qualification of the respondents

Sl. No	Particulars	Frequency	Percentage
1	School dropout	3	7
2	10th	8	18
3	PUC	16	36
4	UG	14	30
5	PG	4	9
Total		45	100

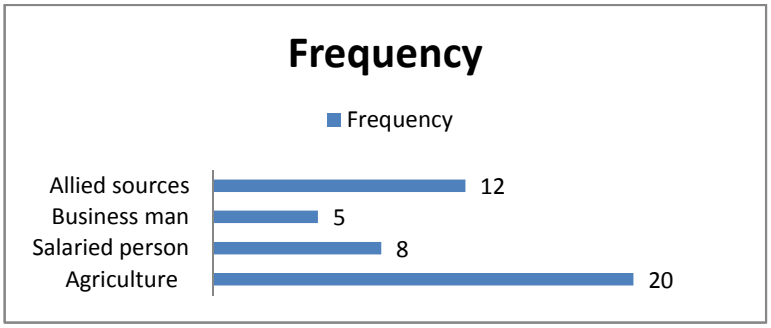


Graph 02: Qualification of the respondents

Out of 45 respondents, 16 respondents i.e., 36 percent have PUC as 'qualification', followed by 14 respondents i.e., 3o percent having 'UG' as qualification,8 respondents i.e., 18 percent having 10th standard as their qualification, and out of the remaining 7 respondents, 4 respondents i.e., 9 percent and 3 respondents i.e., greater percent are having PG and 'School dropouts' respectively.

Table - 3:Occupation of the respondents

Sl. No	Particulars	Frequency	Percentage
1	Agriculture	20	44
2	Salaried person	8	18
3	Business man	5	11
4	Allied sources	12	27
Total		45	100

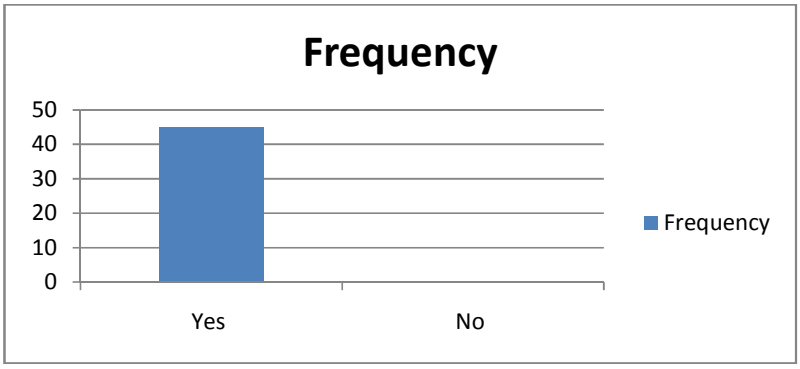


Graph - 3:Occupation of the respondents

Regarding occupation of the respondents, out of 45 respondents, 20 respondents i.e., 44 percent are having 'agriculture' as their occupation followed by 12 respondents i.e., 27 percent as 'allied Sources', 8 respondents i.e., 18 percent 'Salaried Persons' and finally 5 respondents i.e., 11 percent as 'Business'.

Table - 4: Number of persons possessing smart phone / pc

Sl. No	Particulars	Frequency	Percent
1	Yes	45	100
2	No	0	0
	Total	45	100

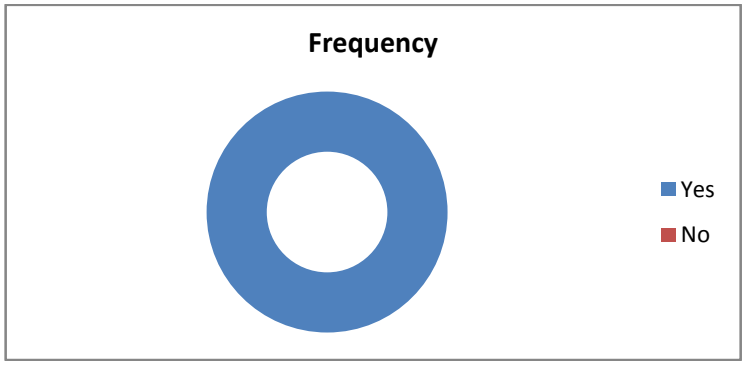


Graph - 4:Number of persons possessing smart phone / pc

Regarding possession of smart phone/PCs, all 45 respondents i.e., 100 percent are having smart phone/PCs.

Table no 05: Use of internet by respondents

Sl. No	Particulars	Frequency	Percent
1	Yes	45	100
2	No	0	0
	Total	45	100

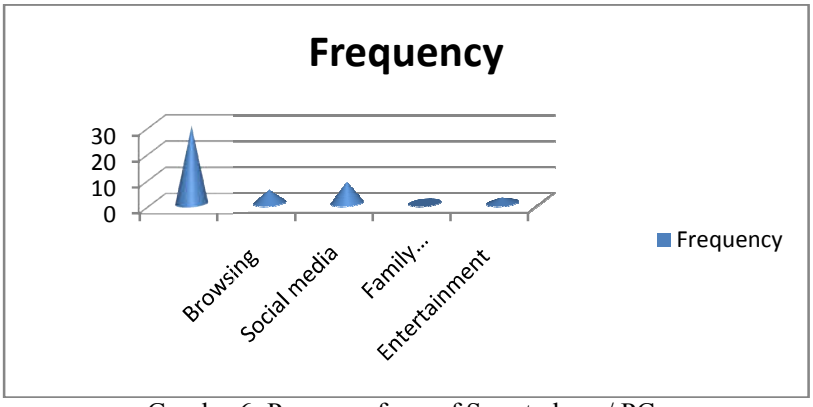


Graph no 05:Use of internet by respondents

Regarding use of internet by the respondents, out of 45 respondents, all the respondents is 100 percent of the respondents are using internet.

Table - 6: Purpose of use of Smart phone/ PCs

Sl. No	Particulars	Frequency	Percent
1	Communication	30	67
2	Browsing	5	11
3	Social media	8	17
4	Family shopping	0	0
5	Entertainment	2	5
	Total	45	100

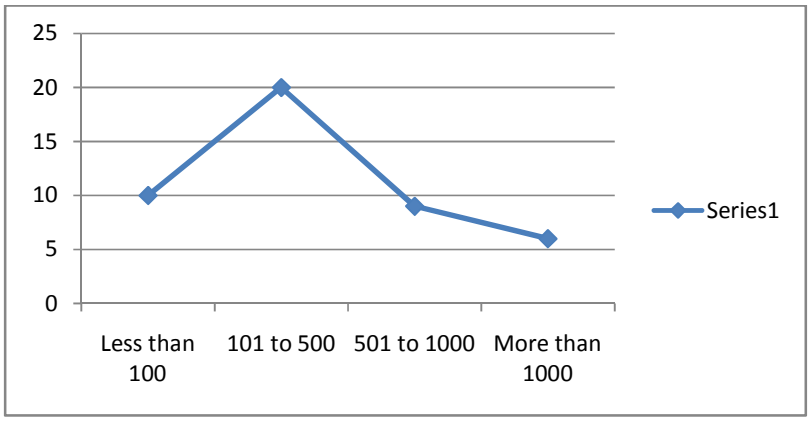


Graph - 6: Purpose of use of Smart phone/ PCs

Regarding the purpose of using smart phone/PCs, out of 45 respondents 30 respondents i.e., 67 percent use them for 'Communication' purpose, 8 respondents i.e., 17 percent use for accessing social media, 5 respondents i.e., 11 percent use them for Browsing purpose and the remaining 2 respondents i.e., 5 percent use them for entertainment.

Table - 7: Average amount spent for data recharges.

Sl. No	Particulars	Frequency	Percent
1	Less than 100	10	22
2	101 to 500	20	44
3	501 to 1000	9	20
4	More than 1000	6	14
Total		45	100



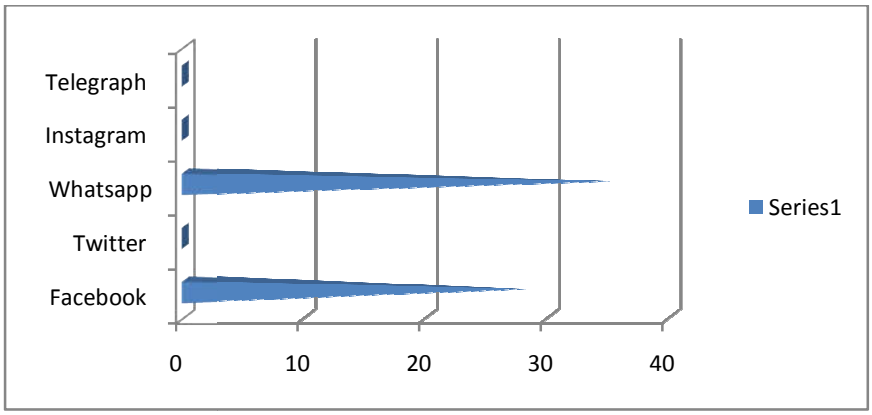
Graph - 7: Average amount spent for data recharges.

Among 45 respondents who use smart phone/ PCs, 20 respondents i.e., 44 percent have mentioned that they spend Rs.101/- to Rs.500/- every month for data recharges, 10 respondents i.e., 22 percent spend less than Rs. 101/- per month, 9 respondents i.e., 20 percent spend Rs.501/- to Rs 1000/- and the remaining 6 respondents i.e., 14 percent spend more than Rs. 1000/- per month.

Table - 8: Usage of social media by respondents

Sl. No	Particulars	Frequency	Percent
1	Facebook	28	62
2	Twitter	0	0
3	Whatsapp	35	78
4	Instagram	0	0
5	Telegraph	0	0

Regarding Social media used by the respondents 35 respondents i.e., 78 percent of the total respondents i.e., 78 percent of the total respondents use whatsapp and 28 respondents i.e., 62 percent use 'Facebook' in Social Media.



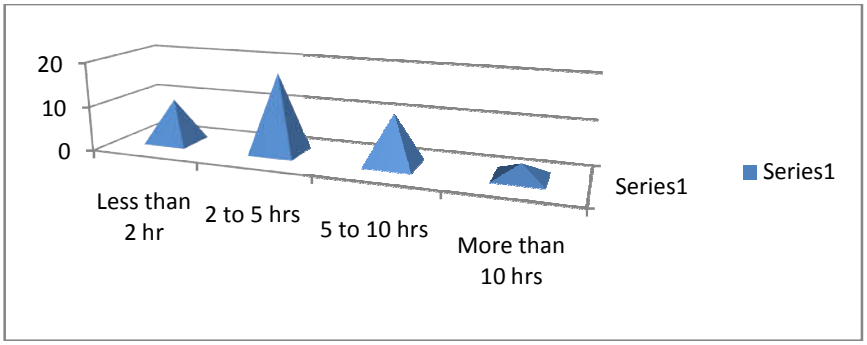
Graph - 8:Usage of social media by respondents

It can be inferred that majority of the respondents use whatsapp and Facebook as Social Media.

Table - 9: Usage of internet per day

Sl. No	Particulars	Frequency	Percent
1	Less than 2 hr	10	22
2	2 to 5 hrs	18	44
3	5 to 10 hrs	11	27
4	More than 10 hrs	3	7
Total		45	100

Regarding usage internet per day, 18 respondents i.e., 44 percent use internet for 2 to 5 hours, 11 respondents i.e., 27 percent use it for 5 to 10 hours, and 10 respondents use it for less than 2 hours and finally the remaining 3 respondents use internet for more than 10 hours.



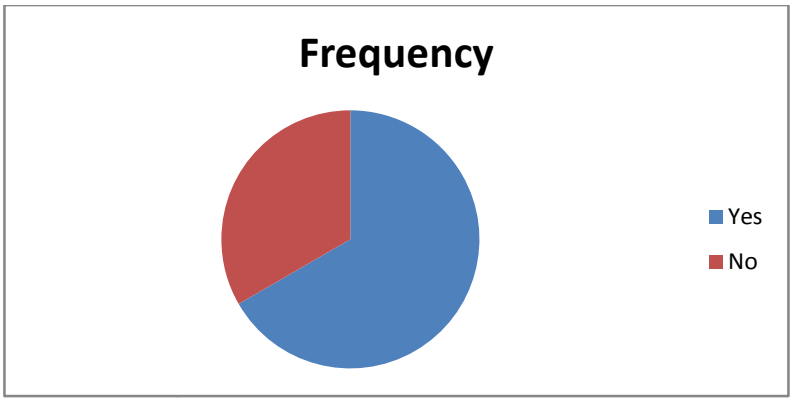
Graph - 9: Usage of internet per day

From this above it can be inferred that majority of the respondents use internet for 2 to 5 hours per day.

Table - 10: Use of Smart phone/PCs for online shopping.

Sl. No	Particulars	Frequency	Percent
1	Yes	30	67
2	No	15	33
Total		45	100

Regarding using smart phones/PC for online shopping, 30 respondents i.e., 67 percent use smartphone for on-line shopping and the remaining 15 respondents i.e., 33 percent do not use smartphone/PCs for on-line shopping.



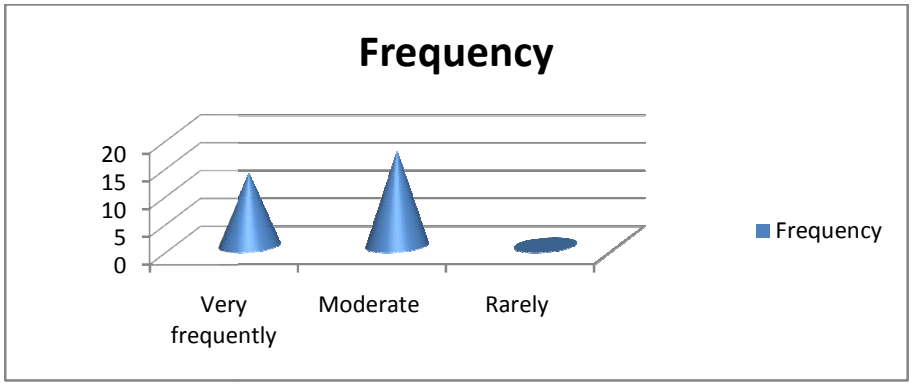
Graph - 10: Use of Smart phone/PCs for online shopping.

From this above it can be inferred that majority of the respondents use smart phones/PCs for online shopping.

Table - 11: Frequency of online shopping.

Sl. No	Particulars	Frequency	Percent
1	Very frequently	13	43
2	Moderate	17	57
3	Rarely	0	
Total		30	100

Regarding usage rate of smart phones/PCs for online shopping, out of 30 respondents, 17 respondents i.e., 57 percent use moderately whereas the remaining 13 respondents, i.e., 43 percent use smart phones/PCs very frequently.

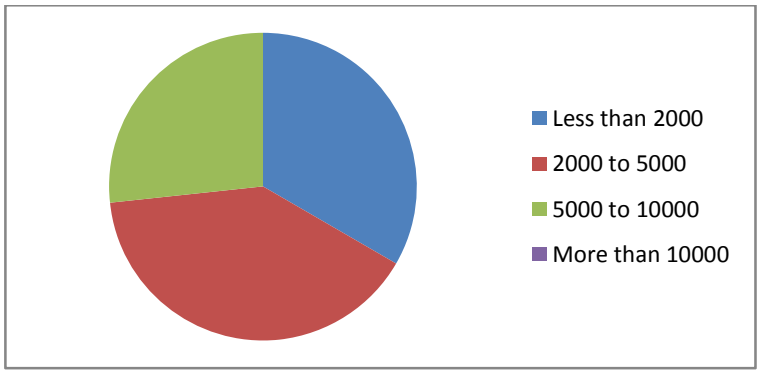


Graph - 11: Frequency of online shopping.

This infer that majority of the respondents use smartphones/ PCs very moderately for online shopping.

Table - 12: Average amount spent for online shopping per month

Sl. No	Particulars	Frequency	Percent
1	Less than 2000	10	33
2	2000 to 5000	12	40
3	5000 to 10000	8	27
4	More than 10000	-	0
Total		30	100

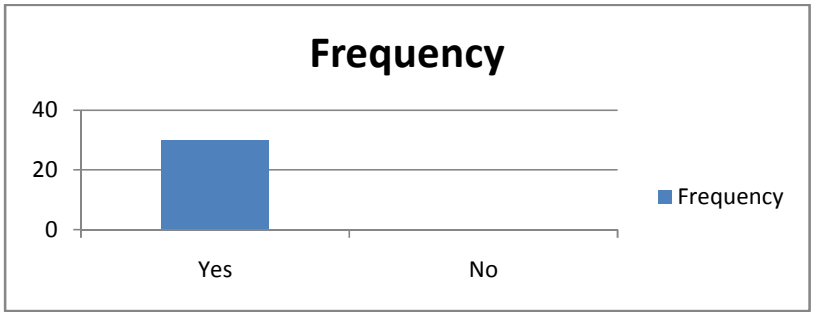


Graph - 12: Average amount spent for online shopping per month

Regarding average amount spent for online shopping, out of 30 respondents, 12 respondents i.e., 40 percent spend between Rs.2000 and Rs.5000/- an average whereas 10 respondents i.e., 33 percent spend less than Rs.2000/- and the remaining 8 respondents i.e., 27 percent spend between Rs. 5000 and Rs 10000/- on an average.

Table - 13: Respondents like towards online shopping if there are more advantageous.

Sl. No	Particulars	Frequency	Percent
1	Yes	30	100
2	No	0	0
Total		30	100

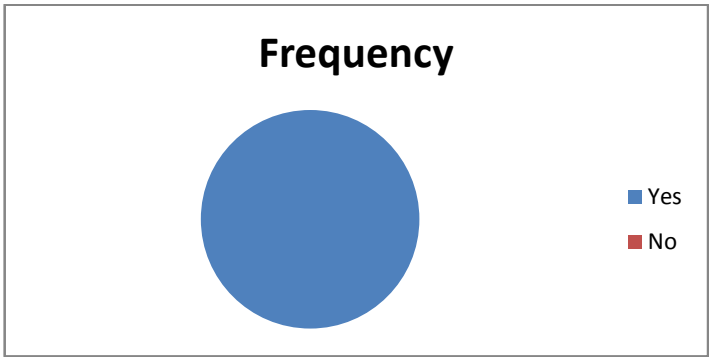


Graph - 13:Respondents like towards online shopping if there are more advantageous

Regarding the respondents liking online shopping if there are more advantages, all the 33 respondents i.e., 100 percent of those who use smart phones/PCs for online shopping.

Table - 14: Willingness to recommend to friends / relatives to use online shopping.

Sl. No	Particulars	Frequency	Percent
1	Yes	30	100
2	No	0	0
Total		30	100

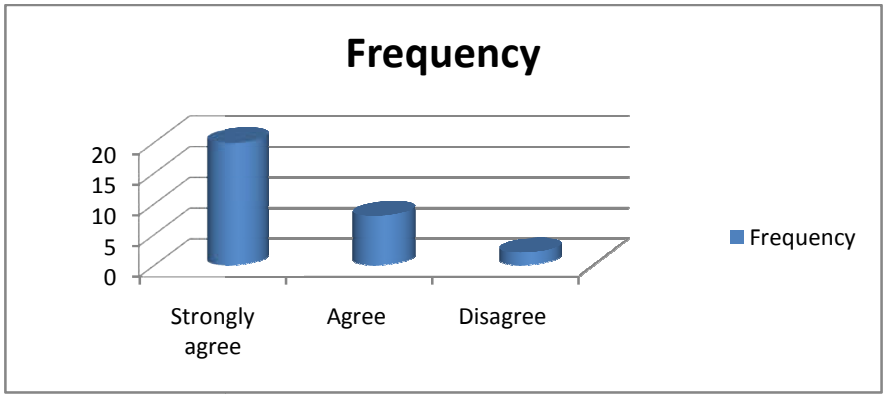


Graph - 14: Willingness to recommend to friends / relatives to use online shopping

Regarding the respondents recommending online shopping to their friends/relatives all the 30 respondents i.e., 100 percent of the respondents who use smart phone/PCs for online shopping have expressed that they would recommend to use online shopping to friends/ relatives.

Table - 15: Opinion of respondents towards saving money by use of online shopping.

Sl. No	Particulars	Frequency	Percent
1	Strongly agree	20	67
2	Agree	8	26
3	Disagree	2	7
Total		30	100

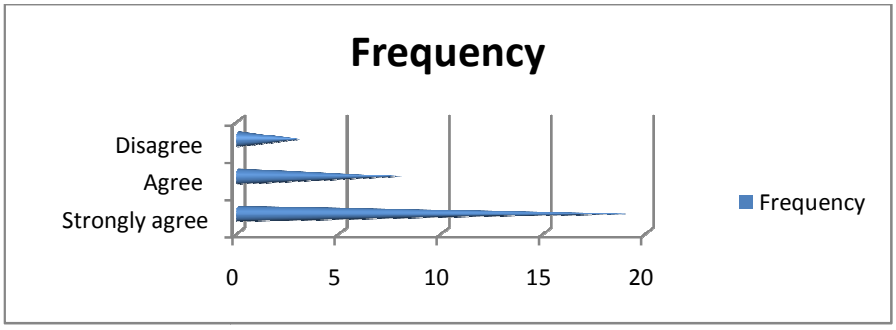


Graph - 15:Opinion of respondents towards saving money by use of online shopping.

Regarding respondents opinion towards saving money using online shopping, 20 respondents i.e., 67 percent of the respondents strongly agree, 8 respondents i.e., 26 percent Agree and 2 respondents i.e., 7 percent Disagree that by using online shopping one can save money.

Table - 16: Opinion of respondents towards saving Time by use of online shopping.

Sl. No	Particulars	Frequency	Percent
1	Strongly agree	19	62
2	Agree	8	27
3	Disagree	3	11
Total		30	100



Graph - 16: Opinion of respondents towards saving Time by use of online shopping.

Regarding respondents opinion towards saving time using online shopping, 19 respondents i.e., 62 percent of the respondents strongly agree, 8 respondents i.e., 27 percent Agree and 3 respondents i.e., 11 percent Disagree that by using online shopping one can save Time.

Findings

- Nearly 60% of respondents are in the age group of 20-30years. This shows majority of the respondents are youngsters. Marketers can implement digital marketing strategies targeting these people.
- Nearly 70% of customers have qualification of above PUC level, this shows high literacy rate among youngsters in rural area. This helps the marketer to educate these folks regarding digital marketing.
- Agriculture and allied activities are the major sources of income in rural areas hence marketers can implement digital marketing concept in marketing of agricultural input commodities.
- Because of liberal policy in telecom sector and competition among the rivalry in smart phone makers, phones are available in the market at affordable prices, hence almost all rural people possess smart phones nowadays and have accessible to internet. This provides great opportunity for marketers to crack untapped rural market in digitalisation.
- Nearly 70% of rural mobile users have accessible towards different social media. Among these Facebook & Whatsapp users are more. This clearly indicates implementing digital marketing strategies in rural areas is just a step away for the marketers.
- Nearly 50% of the mobile users spent around 500 rupees for internet purpose. This shows rural people are not left behind their urban counterparts in using internet. So this is an added advantage for marketers to attract rural people towards digital marketing.
- More number of rural youths spent maximum time on internet. This helps the marketers to reach rural people virtually.
- Nearly 70% of rural youth using their smart phones for online shopping purpose. This shows rural mass accepts digitalization in marketing.
- Nearly 50% of rural people use online shopping occasionally.

- Most of the rural people spent nearly 5000 to 10000 per annum for online purchases and they are ready to spend more if they get good offers & advantages over online shopping & majority respondents have opine that they are happy about online shopping & feels they can save money also.

Suggestions

- As there are more number of youngsters in rural areas marketers can target and educate these people in promoting their products and services through digital strategies.
- Since agriculture and allied activities are the major occupation in rural areas marketers of agri input products can use digital marketing strategies to promote their product.
- Marketers can develop customized apps for rural market as there are more number of smart phone and internet users.
- Marketers should make use of social media in promoting their products and services as there are more rural youths using Facebook and Whatsapp.
- Marketers can grab more potential opportunities in rural areas by providing more and more offers over digital marketing.

Conclusion

Rural market – one side still a virgin market for many producers has potential opportunity for many entrants. On other side marketers are ready for implementing digital marketing strategies in rural markets. Present study reveals such opportunities for the marketers to grab untapped potentiality in rural market. But this study throws light on rural market in general, further study can be conducted in particular product or service segments to know the potentiality of digital marketing in such areas.

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