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Impact of Digital Marketing on Rural Marketing - Opportunities and Challenges

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Abstract

The Indian economy is one of the fastest growing in the world, and the majority of its economy depends on the rural economy. It is important to remember that over 70% of Indians live in rural areas, and that a country's population determines whether a brand of commodity or service is successful or fails. The importance of rural marketing should not be understated, as the development of technology has had a significant impact on rural India in recent years. Most businesses and marketers have concentrated on rural markets and the development of rural people, which has changed our perception of rural India. Rural marketing leads to overall balanced economic and social development.

This paper focuses on the impact of digital marketing on rural markets and the challenges and opportunities available in the Rural marketing.

Key words: Rural market, digital marketing, economic development, challenges and opportunities

1. Introduction:

The rural market is an area of darkness to Indian entrepreneurs. An area that is large in scope yet lacks specificity. a region with weak communications and a poorer population due to insufficient and small-scale operations that are inefficient. a region that is isolated from the national economy due to its under monetized economy. Nevertheless, the economy's biggest potential market is the rural one. It includes more than 70% of the population. Half of the country's income comes from its main industries, which include forestry, fishery, agriculture, and animal husbandry. Additionally, more than half of the nation's material riches is found in rural areas. Money must be distributed widely,

nevertheless, in contrast to the urban area, which has 20% of the people and 50% of the income. However, urban entrepreneurs can access pockets of riches.

Digital Marketing:

Promoting a product or service through the use of digital technologies is known as digital marketing. The most popular platform is the internet; other prominent examples are television and mobile devices. The main source of digital advertising ten years ago was television. Because of strategies like Search Engine Marketing (SEM), pop-up ads, e-commerce, email marketing, content marketing, and social media marketing (SMM), digital marketing is now known as online marketing.

2. Literature review:

To plan a structure of the study and selected concept some literatures were reviewed.

Jadhav, G. G., et al (2021). An attempt has been made to analyse the importance of Digital marketing and in the study it is revealed that Digital marketing plays a significant role in modern business. In this competition world it is more important to reach the end user of the product effectively and early as possible along with a great service. In this regard Digital marketing is enhancing its operations and activities day by day to as per the convenience of customers in remote areas as well.

Kumar, P., &Dangi, N. (2013). A study is undertaken with the objective of understanding Rural marketing and the study discloses that India is a country of villages and marketing is the basic activity of people to lead their life. In Rural area there are a number of challenges facing by the entrepreneurs to reach their customers and at the same time plenty of opportunities are attracted by the rural market for the development of business and specifically online marketing is much effective as most of the people are aware of advanced technology.

Pandit, R., &Chauhan, A. (2020). An attempt has been made to evaluate the impact of Digital Marketing on Rural marketing. Study reveals that, Rural digital marketing is a fairly clean space with a lot of untapped potential, but methods to investigate it are still being developed. Over time, digital will aid in raising rural India's consumption and generating job possibilities, which will raise disposable income and contribute to the nation's economic growth. The current analysis identifies these chances for marketers to seize unrealized potential in the rural market.

3. Objectives:

- To understand Rural Marketing.
- To recognize the challenges and opportunities of the Rural Market.
- To analyze the impact of Digital marketing on Rural marketing.

4. Scope:

The study is confined to area of impact of digital marketing on rural markets and the challenges and opportunities that the rural market experiences.

5. Methodology:

The study is undertaken purely on the basis of collection of secondary data from various books, websites, journals and research papers.

6. Present Scenario of Rural Market:

Rural markets are expanding more quickly than metropolitan ones. Overall balanced economic and social growth is the outcome of rural marketing. It becomes advantageous for businesses, city dwellers, and the country as a whole. The following are some ways that rural marketing's expansion and advancement support general well-being and prosperity.

- Reduced burden on urban population:
- Rapid economic growth
- Employment generation
- Improved standard of living
- Development of Agro-based industries
- Optimum utilization of Rural untapped resources
- Easy marketability of Agricultural Produce
- Improved Rural Infrastructures
- Price stability
- Balanced industrial growth.

Features of Rural Marketing:

- Huge and dispersed population: roughly 70% of Indians live in rural regions. It is growing faster than the population of cities.
- Market expansion: The rural market is expanding gradually. Individuals have started utilizing a range of items in their daily routines.
- High purchasing power: The majority of businesses has recognized a potential of the rural populace and have focused on providing the goods that these customers need at the appropriate times.
- Low level of life: Due to social backwardness, low income, and a lack of education, residents in rural areas have a low standard of living.
- Traditional outlook: Rural residents place a high emphasis on their cultural and traditional traditions. However, as technology advances, rural residents are drawn to branded goods, and the demand trend is currently shifting.

Challenges of Rural Marketing:

Given its large population, rising disposable income, and the emergence of a new class of "rural rich consumers" in some Indian states, there is no question whatsoever about the enormous potential of the rural market. Nonetheless, it is a market and strategy for businesses with patience, money, and time. The following outlines the main issues that marketing firms face:

- Low per capital income
- An underdeveloped population and market
- The issue of great distance and insufficient outlets
- A wide range of languages and dialects
- Ineffective communication

- Insufficient credit resources
- Logistics, storage, godown, local transportation, roadways, and connectivity are all lacking
- Scarcity of skilled labor
- Media coverage is insufficient.

Opportunities of Rural Marketing:

- In order to increase the flow of products and services in rural areas, the Indian government has planned a number of projects to build and upgrade the infrastructure. This in turn is improving the consumption capacity of rural people.
- The majority of e-commerce players have partnered with the government to reach every corner of rural communities, and corporate players and entrepreneurs are supporting the government of India's efforts to educate and properly train the rural populace.
- Banks are making an effort to reach rural residents by offering them credit and ATM services.
- Rural customers have stronger networks. Compared to before, they have greater digital connections. Rural residents' lifestyles have changed as a result of technological advancements.
- Infrastructural facilities in rural areas are growing quickly, which improves connectivity via phone, road, and television for mass media access.
- The green revolution, rising agri-product prices, skilled India initiatives, and consumers purchasing a wide range of products like smartphones, TVs, and two-wheelers are all contributing to the growth of rural incomes.

Impact of Digital Marketing on Rural Market:

All of the conventional consumer connect models are being disrupted by the growing use of DTH, mobile phones, and mobile

internet in rural India. It has caused rural marketing to undergo a paradigm change. "Every month, 4.5 lakh DTH are being installed in Rural India and it is noted that 70% of the DTH subscribers were from rural areas" remarked Mr. Pradeep Lokhande, founder and CEO of Rural Relations, in reference to this quiet revolution occurring in the countryside. Every Indian will have an Android phone in the near future. That's the push for communication that's happening in rural India.

The top marketers are now in a position to adjust their strategy appropriately. As a result, rural adolescents share identical aspirations with their urban counterparts, regardless of caste and religion. Many large corporations' marketing strategies have evolved as a result of mobile connectivity in rural India. Nowadays, figuring out what customers want is the biggest nightmare for businesses. They rely entirely on the data that the research has gathered.

India's rural areas are developing at an unprecedented rate. Rural residents are aware of the kind of product and the volume of sales due to the widespread use of mobile devices and the internet in this area. This has made it easier for them to comment on the goods and services. Rural consumers are being greatly educated and made more conscious by digital media. It is now simpler for banks and non-bank financial institutions (NBFCs) to identify and finance customers thanks to digital identification, or E-KYS. It has made it easier to sell a wider range of products and services in rural areas

Villages grew closer to cities as infrastructure improved. Rural India became used to metropolitan life as a result of mobile devices and, to a lesser extent, the

internet, which brought villages closer to the urban population.

How will digital marketing help Business?

In rural India a few years ago, getting a cell network was extremely challenging. Mobile usage has increased in the village due to increased competition in the telecom sector, the demand for a larger client base, and wide band width. In rural India, the number of people using mobile phones has increased. social media platforms, such as Facebook. YouTube has begun to acquire popularity. There is a high demand for consumer goods in rural areas. The rural sector has been expanding rapidly. In rural India, income is increasing steadily, but most businesses are having trouble capturing the market. Digital is an excellent choice in these situations since internet users will become influential in most areas because they use smartphones and the internet.

Benefit of Digital Marketing to Rural Marketing:

- Information is more easily accessible to rural residents.
- The Government or NGPs can provide information on mobile phones on the weather, daily crop rates, milk, and milk products.
- It will improve farmer comprehension of the market and farm efficiency.
- It is possible to train numerous villages simultaneously in improved farming methods and the appropriate use of fertilizers.
- One such program is Okhai, which is run by the TATA Trust and links rural Gujarati women with urban areas where they can directly sell their produce.

7. Conclusion:

On the surface, it seems that the rural markets are uncharted territory for the marketers who are on the go. It is difficult to enter rural areas and secure a sizable market share for their goods and services. To get the fruits, these rural markets must be discovered, issues in each marketing domain must be tracked down, and creative solutions must be developed. Despite all of the obstacles, opportunities, and challenges, the rural population is responding favorably to government and corporate efforts to digitize their markets, and they have demonstrated a strong desire to learn how to use modern technology in their day-to-day operations. Their quality of life has somewhat increased as a result.

Over time, digital technology will contribute to rural India's increased consumption and job creation, which will raise disposable income. The nation's economic growth will benefit from this in turn.

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