

A Study on Digitalization of Rural Marketing - Problems and Prospectus in India

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Abstract: Digital marketing was initially described as an online extension of traditional marketing, including its tools and tactics. But the unique characteristics of the digital world and how it has been used for marketing have encouraged the creation of platforms, formats, and languages that have produced tools and tactics that would be unimaginable in the offline world. The number of regular internet users in India is rising quickly, and this trend is only expected to continue. By 2020, it is predicted that there will be 550 million internet users in India, with a penetration rate of about 40%—a substantial rise from the current 35%. This study examines the impact of digitalization on India's rural marketing initiatives. This study examines the impact of digitalization on India's rural marketing initiatives. This paper will help any organization that wishes to market their products online and wants to learn about the benefits and drawbacks of rural marketing by developing an understanding of the primary advantages and disadvantages of the digitalization of rural marketing.

Key words: Marketing, India, advantages, digital, rural, Internet.

I. Introduction

Digitalization is the process of modifying a system or procedure to be run via computers and the internet. It is the act of converting a document, for example, into a digital format—a format that computers can store and read—or an action involving the use of digital technology.

Nowadays, digital marketing is not a subset of traditional marketing; rather, it is a new phenomena that uses personalization and mass dissemination to accomplish marketing goals. A new, more contemporary, quantitative, pervasive, and interactive definition of the usage of digital marketing has been sought after as a result of the proliferation of devices and technological convergence. Businesses and organizations stand to gain a great deal from the creation of digital marketing strategy.

The following digital platforms are used to carry on the rural marketing in India:

Search engine: An online resource that assists users in locating the information they want. Google, Yahoo, Bing, Baidu, and others are examples of search engines. Any effort that raises a user's website's ranking in a search engine is referred to as search engine marketing. Search engine optimization (SEO) and paid search are the two categories of search engine marketing.

E-mail: In 2020, there were 3.9 billion people using email, and by 2026, that number is predicted to rise to 4.3 billion, or more than half of the world's population. Email continues to yield the highest results; according to a research, 73% of participants rated the channel as great, while 72% and 67% of respondents rated SEO and paid search as outstanding, respectively.

Social media: There are a number of excellent reasons why social media marketing is on this list, but it goes beyond the fact that there are now 3.81 billion active users. Social media began as a means for people to communicate with one another, but it has now grown into something more, more expansive, and better than anyone could have imagined.

Social media are:

- a. Facebook: It is the most popular social networking site. On Facebook, a business can advertise its goods and services.
- b. LinkedIn: Professionals can create and publish their profiles on LinkedIn. Additionally, the business creates their LinkedIn page and links people and firms.
- c. Google: This is Google's social network, where users may quickly connect with each other based on friendships and shared interests.
- d. Twitter: Its goal is to raise sales and brand recognition, draw in new followers, and encourage and improve conversions.
4. Online display advertising: To accomplish the same goal, marketers can now employ online display advertising. Display advertising comes in a variety of forms, including banner ads, interactive ads, rich media, and video commercials. Because display ads are so visually appealing, they are excellent for drawing attention.

The buffer provided by the rural economy has helped the Indian economy. The durability of the rural market has allowed the Indian economy to survive all of the world's crises. For the first time, rural customers who were previously on the receiving end are now progressively obtaining the opportunity to determine the circumstances. It has been suggested that "information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix, and the new term recognizes the importance of communication in the interface between a business and its customers."

The most noteworthy feature of the Internet's ascent to prominence in business and marketing is that, unlike other traditional, pre-Internet means of advertising goods and services, it is not only seen as a new kind of promotion. Instead, it has brought about a paradigm shift and a complete overhaul of the business model, which in turn has forced a reexamination of the core principles of marketing. This new perspective is inevitable since contemporary communication technologies have produced a new dynamic environment in which a customer-oriented, bottom-to-top, reciprocal process takes the place of the marketer-oriented, top-to-bottom, unilateral approach.

Objectives of the study:

- To study the role of digitalization in rural marketing in India.
- To know how the digitalization helps in rural marketing
- To study the innovations in digital marketing.

II. Research Methodology

The current study is conceptual and prospective in nature. The field of digital marketing serves as the study's universe. Secondary data has been gathered from a variety of published sources and the Internet in order to achieve the aforementioned goals. Additionally, primary data is being gathered through conversations with a variety of clients that actively engage in internet marketing.

III. Review of Literature

According to Hassan (2021) Consumer data is the primary area where artificial intelligence (AI) may have a significant impact on marketing and content creation. Similar to AI, augmented reality might be used to give buyers other ways to view products before making a purchase.

According to research by Kotane et al. [2019], the most popular digital marketing technologies in 2019 will be virtual assistants, artificial intelligence, augmented reality, and machine learning. To ensure a place in the market and provide value to customers in a sustainable manner, businesses need adopt a new mindset and collaborate with a variety of stakeholders. In order to create market-adaptive digital marketing and overall marketing strategies, they can effectively use enormous volumes of diverse consumer data, benefit from data analytics, and precisely forecast consumers' shifting preferences by leveraging data science and technological advancements.

According to Rakić, Rakić, [2019], enterprises are losing market power to digital consumers. Digital consumers' main sources of power are their relationships with other customers, their mobility, their access to further knowledge and skills, and, in the end, their command over communications and influence over firms. Numerous, informed, mobile, and connected customers have authority over a company's communications and operations.

According to Tairova (2021), It seems that an organization's inevitable solution for long-term and prosperous business outcomes is to integrate a digital marketing strategy into its overall marketing plan.

IV. Findings and Analysis:

Regular internet users in India are rapidly increasing, and this trend is only anticipated to continue. With a penetration rate of roughly 40%, there are expected to be 550 million internet users in India by 2020, a significant increase from the current 35%. Young folks are the group that adopts technology at the fastest rate. Given that a third of Indians are young, the country will experience an incredible rate of Internet growth.

According to the Strategy Analytics Survey Report, by 2026, India would overtake Japan as the world's third-largest 4G LTE market. Additionally, it will surpass the US as the world's second-largest smartphone market by 2027. Due to the widespread use of smartphones and their declining pricing, the number of mobile internet users in India has skyrocketed. India is expected to have 371 million mobile internet users by June 2026. Compared to broadband users, mobile internet users have grown far more quickly.

This growth is expected to continue given the increase in the use of high-speed Internet, which has been driven more recently by 4G and 5G wireless technology. The percentage of Indians who use the internet increased by 49% in 2015. Mobile internet is mostly to blame for this increase, as 94% of users in urban India access the Internet through their phones. Mobile devices are the source of 85% of all internet traffic. India's smartphone user base is predicted to rise at a compound annual growth rate (CAGR) of 88% over the next four years. Most of this growth will come from people moving from feature phones to smartphones. When this is coupled with the increasing number of Internet users, the general public's desire for digital learning products is probably going to increase in the future.

V. Recommendations:

The following recommendations are suggested by researcher to increase the use of digitalization in rural marketing: -

1. Rural residents lack the financial literacy necessary to utilize digital devices, thus it is necessary to organize motivating speeches, practical training, and awareness campaigns regarding the usage of digital devices in rural areas.

2. Business organizations have an obligation to successfully communicate information through various forms of advertisements in the regional languages; if they don't, the local population won't get the meaning of the advertisement and won't respond.
3. If at all possible, free training programs must be conducted in order for the sales executives to properly communicate with the rural population.
4. Given the current rise in cybercrimes in India, it is imperative to instill confidence in rural residents when conducting business using internet marketing platforms.
5. Since the majority of online marketing platforms are in English, it is too hard for rural residents to comprehend the transactions; they require a simple method of promoting their products and services.

VI. Conclusion

The area of "marketing" has undergone substantial transformation over the past 20 years, as is now widely known, and the internet has been a key factor in this development. The network that links computers worldwide is referred to as the "Internet" itself. The network server architecture and wide area communication networks that interconnect them store and convey the vast amount of data on the internet. Since the introduction of the internet, a number of industries have experienced changes in their organizational structure and performance, including marketing, education, travel, hospitality, health and medical, and online commerce. Since the internet's inception, the regulations have evolved, and marketers must now abide with them. In reality, developments in internet-based technologies have drastically changed a variety of businesses, including rural marketing.

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