



TRANSFORMATION OF RURAL MARKET WITH THE AID OF DIGITAL MARKETING

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ABSTRACT

India's economic growth is phenomenal over the past few years. The rural market has been rapidly expanding and is currently larger than the urban market because urban markets have reached saturation and the relative development slowed down in recent years. In India, roughly 70% of the population belongs from rural region, so it is crucial to recognize the value of marketing and advertising in rural areas. The majority of businesses and marketers have started concentrating on rural marketplaces. As the market expands, it is an imperative need to modernize, broaden and reinvent the marketing tools, channels and tactics. There are significant challenges with conducting business in rural markets and marketers are attempting to overcome these challenges by focusing more on Digital Marketing so it is becoming one of the key elements to influence the marketing strategies now-a-days. Nearly, each and every sector of India is affected by Digital Marketing platforms as it enables for the more efficient and effective reach of potential target groups. Social media marketing, Content marketing, Affiliate marketing, Influencer marketing, SEO, Email marketing etc. are different categories of Digital Marketing. The study focuses on how Digital marketing affects rural sector as well as the difficulties and potentials associated with rural marketing.

KEYWORDS: Digital marketing, Rural Market, Economic growth, Difficulties and Potentials.

INTRODUCTION

The Indian commodities market is divided into two separate segments: the urban market and the rural market. Around 900 million people live in rural India, which accounts for 64.61% of the country's total population, more than 7 lakh villages and 50% of the country's total GDP. Given its size and large customer base, the rural Indian market has more opportunities for marketers.

Rural marketing is the process of bringing particular goods and services to the regional market, encouraging trade between urban and rural marketplaces while simultaneously meeting customer needs and achieving organizational objectives. In order to understand and satisfy the needs of rural customers, rural marketing is done. Additionally, broaden the company's reach to achieve the organization's goal. Rural markets in India were relatively undeveloped in the early 1990s and were viewed as having too much scope and unrealized promise. Markets have been working hard for a while to keep the opportunity alive. Numerous tactics have been created and are still being created. Since that time, the rural market has played a significant role in the Indian economy. People's attitudes today are different from those of 20 years ago. People in rural areas are not being enticed by the low-cost tactics they are aware of the product's brand value. Rural spending and lifestyle have also transformed. People in rural areas are more conscious of the brand value of the product and are therefore less susceptible to low price techniques. In the past 20 years, rural lifestyle and demand have also undergone significant change. In facilities and services, patterns, awareness, and demand, rural lifestyle is becoming more similar to urban lifestyle. Infrastructure advancements brought villages and cities closer together. Rural India became more used to urban lifestyle as a result of mobile technology and, to a lesser extent, the internet. This encouraged rural residents to enhance their lifestyle and economic growth. Rural markets undoubtedly offer potentials and are very appealing to service providers. But it comprises with many difficulties and challenges. Therefore, the marketers must work hard to address these difficulties to gain a competitive edge.

Since we live in a digital age, it is impossible to ignore the enormous potential of digital marketing. Digital marketing features include social media marketing, email marketing, affiliate marketing, on-demand video streaming, websites, SEO, SEM, and more. The impact of digital marketing on the world's transformation is significant. When it comes to shopping, technology has completely altered the experience. In addition to online buying, stores have established a virtual presence. Digital transition is therefore apparent.



TYPES OF RURAL MARKETS

1. **Periodic Markets:** One of the key aspects of Indian rural marketing is the periodic market. Periodic markets are crucial for rural people's social lives and rural sector despite modernization and the expansion of retail stores. Fairs and weekly markets are two entities that handle periodic marketing.
2. **Mobile Traders:** In order to provide the limited needs of rural consumers, such as those for fruit and vegetables, clothing, cutlery, cosmetics, spices, stationery, and toiletries, there is another significant organization known as mobile traders. Mobile traders travel from one location to another selling goods that people in rural areas frequently require.
3. **Permanent Retail Outlets:** The population growth in villages results in an improvement in household income, a rise in the commodity demand and a daily expansion of brick-and-mortar shops. Conventional fairs, regular markets, or street vendors were unable to meet the demand, which prompted the growth and development of permanent retail stores.

APPROACHES TO RURAL MARKETING

Two key components make up rural marketing: one is rural, and the other is urban. The following explanations can help you understand how goods are exchanged between these two markets:

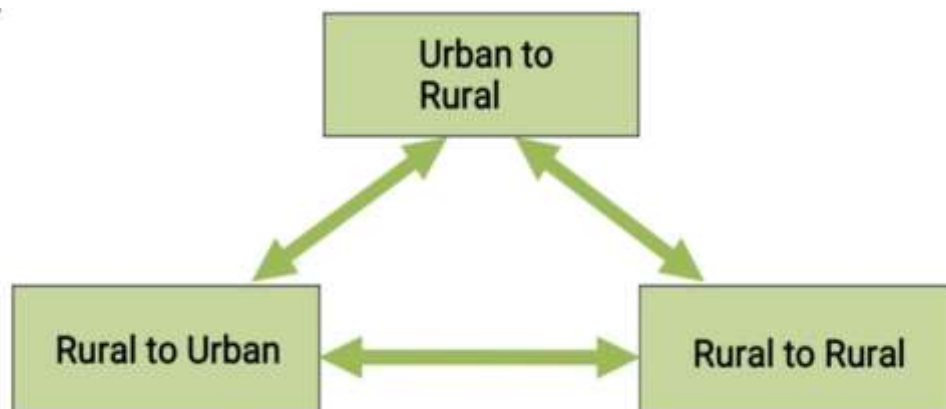


Figure 1

- **Urban to Rural:** It is the process through which urban marketers sell goods and services in rural areas. The majority of the items include FMCG products, consumer durables, pesticides etc.
- **Rural to Urban:** Goods produced or grown in rural communities or towns, such as crops and other agricultural commodities, seeds, handicrafts, pottery etc. are marketed to urban consumers. It is referred to as rural to urban marketing. This may or may not be done directly but in most of the cases middlemen, government co-operatives and different agencies take the effort to ensure that selling process run smoothly and at a reasonable or fair price.
- **Rural to Rural:** This marketing strategy is used when a rural producer offers goods to other rural communities, such as agricultural goods and equipments, cattle, ceramics, and carts.

RURAL MARKETING STRATEGY

It is also known as the four A's of rural marketing, or accessibility, acceptability, awareness, and affordability. These 4As are now required maxims for any marketer or firm to succeed while marketing in rural areas.

1. **Accessibility** - Reaching the consumer is the main difficulty in the rural market. Typically, they are low-wage workers that spend their money on essentials. Rural stores occasionally may not have easy access to certain products, which leads some customers to switch to an alternative. Businesses should make an effort to provide their items to customers earlier. Despite effective marketing, many business items are often out of date by the time they are sold. Most rural residents lack the infrastructure to travel far to get necessities. They favour the products and services that are easily accessible in their local areas.
2. **Acceptability** - To assist consumers in rural areas, products should be crafted to be user-friendly. Customers should perceive value in the product even if they have to spend more money on it, thus it should be designed accordingly. When using the product, customers should feel at ease and should take the plunge without hesitation. Customers in rural areas embrace products and services that meet their requirements and wants while also respecting local norms, values, and customs. The marketers



should therefore take such people's standards and values into account. Determine their needs, wants, and preferences, then promote the goods that these rural residents are most likely to buy.

- 3. Awareness-** The goal of a consumer awareness programme should be to change their way of thinking. To reach customers, advertisements on TV, radio, and billboards might be employed. For this reason, marketers must concentrate on the communications and entertainment channels that are prevalent in rural areas. By doing this, they will be able to connect with prospective consumers, build vital brand awareness, and entice sensible people to their products.
- 4. Affordability -** Rural locations typically have substantially lower salaries than urban ones. There, consumers frequently lack the means to purchase luxuries and instead prioritize necessities. Marketers must take into account rural consumers' ability to pay and their preference for low-cost goods. Always strive to create products that satisfy your customers' needs and stay inside their price range.

LITERATURE REVIEW

Deepti Srivastava (2010) demonstrated a trend whereby rural customers are not only purchasing to meet their basic wants but also their higher needs for leisure and socialization. Furthermore, as evidenced by the success of ITC's e-chaupals and Rediff's rural success, they have developed a strong technological aptitude.

Nizamuddin Khan & M. M. Khan (2012) discussed in rural India, there is undoubtedly a lot of potential, but the wise move would be to carefully consider the potential obstacles. As the rural consumer is still a closed book, businesses entering the market must do so for strategic rather than tactical reasons. Only through unwavering commitment will businesses be able to make a dent in the market. Therefore, it requires a different approach while taking into account the variety of consumer purchasing patterns and the unorganized market structure. It would be preferable for businesses to view the rural sector as an underserved worldwide market and service it using a polycentric rather than an ethnocentric approach.

Ashfaq Ahmed (2013) stated that the presence, ease of access, and pricing of these marketplaces should be the main objectives of any macro-level plan. Constant scanning and filtering of ideas and plans is crucial at all times. Focused attention needs to be paid to market research that goes on to lessen the unpredictability in dealing with these marketplaces. More precisely, demand is thought to be extremely price elastic in regard to rural areas. It's critical to breach the price barrier. The overall marketing mix structure for rural markets must put a strong emphasis on filling market niches with the right products, using value-for-money pricing, choosing the best distribution network, cultivating long-term customer relationships, and finally, leveraging the power of emotional brands.

Pradeep Kumar (2013) outlined to enter rural markets; one must have a thorough awareness of them and take methodical action. The various aspects that affect rural consumers' purchasing decisions must be taken into account by firms as they create marketing strategy and planning processes. Rising spending power, changing consumption habits, better access to information and communication technologies, infrastructure improvement, and increased government activities to support the rural economy all contribute to the development of the rural market. In the upcoming years, marketers will adjust their methods in light of the rural consumer. Despite all the challenges associated with rural marketing, India's rural environment is rapidly evolving. The needs of the rural markets will require the localization of conventional urban marketing tactics. In order to affect the intended behavioural change, it needs to connect with rural consumers and communicate to them on an acceptable level. In order to address new problems and challenges in key sectors including transport, telecommunications, infrastructure, finance institutions, and farm subsidies for better land and water management, the rural market in India needs government support. The rural market is undoubtedly where the future is.

Jayaprakash. K et al (2016) looked at the characteristics impacting rural customers' online shopping behaviour. The primary factors were time and money savings, trend, relaxed pace shopping, offers, seasonal discounts, and comparative features. These were followed by a wide selection of goods, easy payment options, replacement options, after-sale assistance, and free delivery services.

Vendrana Bojkic et al (2016) outlined although there is a lot of untapped potential for digital marketing in rural areas, there are currently no established methods for examining this market. Long-term, digital technology will contribute to a rise in rural India's consumption, as well as the creation of jobs and an increase in disposable income. These marketing chances to exploit unrealized potential in rural markets are shown by the current study.

Madhu Bala & Deepak Verma (2018) acknowledged that digital marketing techniques like search engine optimization (SEO), search engine marketing (SEM), content marketing, e-commerce marketing, influencer marketing, content automation, social media optimization, campaign marketing, social media marketing, e-mail direct marketing, display advertising etc. can be very beneficial for businesses. These techniques are becoming more and more common in our rapidly developing technological world. Social media usage is growing, which is giving digital marketers more options to reach clients online. Because it gives a deeper insight of what motivates consumers to write content about a brand or store, evaluating consumer motivations is crucial.

M. Renuka Devi & S. Swathi (2019) discovered that although there are many unrealized potentials in the field of digital marketing in rural areas, it is still largely understudied. Digital marketing offers some benefits, like being time-efficient, having a substantial impact, and being readily available. Additionally, technology is becoming more diverse. It creates the potential for social networking,



online learning, ticketing systems, and much more by increasing people's exposure. The rural market is more product-driven than service-driven, and by making product information available to customers in advance, the company is able to predict how the real product will behave before it is released, which helps with planning for the results.

K. Umamageswari & M. Krishnaveni (2020) investigated that farmers in rural locations benefit from digital marketing by being more independent and utilizing digital marketing tools than ever before. Agripreneurs use social media platforms to communicate ideas and viewpoints within their farmer groups in order to gain and distribute benefits to others. To evaluate the temperature, humidity, water level, and soil quality, progressive farmers have begun to use remote sensor systems. The bulk of the farmers utilize social media to distribute information and promote awareness. Social media enables us to offer solutions to the different agricultural marketing issues that farmers face.

Rakesh Pandit & Anshu Chauhan (2020) stated that people who live in rural areas now have a smarter method to get by due to digital marketing, which gives them the option to use the internet to transform their way of life. No matter if a person lives in an urban or rural region, smartphones have become a commonplace item that almost everyone can access. Everybody uses the internet, and they all conduct online shopping based on their needs. People are delighted with the ease with which purchases were shipped across India by online retailers including Amazon, Flipkart, Jabong, Snapdeal, Myntra, and Nykaa.

D. Deepa (2021) discussed that online retailers must guarantee quality, offer fair prices, and take appropriate safety precautions to deliver goods on schedule if they want to maintain their current position in the retail sector. The aggregate findings demonstrate that respondents had a favourable perception of digital marketing. Due to the growing number of prospective customers, this article's conclusion is that digital marketing is a brand-new way to purchase online that will take off in the near future.

Harsimran Kaur et al (2021) observed that the agriculture industry is making a steady transition to the digital platform. The use of digital marketing by agripreneurs and agri startups to connect with target clients is evident. As a result, they are more capable of conveying the core vision to their stakeholders and customers. It is becoming even more practical for them thanks to a variety of free and paid tools and methods. One can achieve excellent success by fusing agriculture with digital marketing in the future. Even the central and state level governments use digital marketing to connect with farmers, agribusiness owners, and other departments in order to efficiently disseminate information about programmes, initiatives, beneficiaries, etc.

Sagar Deshmukh & Sharvari Patil (2021) stated that farmers will have a lot more opportunities in the future because to digital marketing. Limited market information access, low farmer literacy, and numerous distribution networks for both farmers and consumers are all issues that need to be addressed. Final results revealed that students had very little interest in and knowledge of agricultural applications, agricultural marketing, and digital marketing.

DIGITAL MARKETING PLATFORMS

- **Search Engine Optimization:** The technique of enhancing a website's exposure when users search for goods or services is known as Search Engine Optimization. Optimizing your website for SEO generally means making it appear naturally or spontaneously in search results on Google, Yahoo, Bing, or any other search engine. To ensure that only relevant results are displayed, Google continuously adjusts its algorithms. Websites, blogs, and infographics are among the things that this strategy improves the most. Your website ought to cover the technical aspects of spidering, extracting, and analyzing non-text content, as well as content and query matching. Keep in mind that organic traffic to your business will be generated through the most cost-effective marketing plan.
- **Affiliate marketing:** Affiliate marketing is the practice of making money or receiving a commission by advertising the goods of others. Performance-based marketing is when one is compensated according to how much traffic they drive to a website. It includes things like YouTube Partner program and sharing affiliate links on your social media pages. You discover a product you enjoy, spread the word about it to other people (often through your webpage), and get paid a portion of the revenue from each sale you generate.
- **Pay per click:** Pay per click is a strategy that involves paying the publication each time a user clicks on your ads in order to drive traffic to your website. PPC ads are typically placed through search engines, which bill advertisers a predetermined sum each time one of their ads is clicked. With the pay-per-click (PPC) advertising model, advertisers can publish advertisements on a promotion platform and only pay the owner of the platform when their advertisement is clicked. Real time bidding (RTB), which is used by advertising platforms such as Google Ads and Microsoft Advertise, allows advertising content to be sold in a private automated auction utilizing real-time data.
- **Social media marketing:** It is the technique of advertising your company, item, or website on numerous social media platforms, such as Facebook, Twitter, Snapchat, LinkedIn, Instagram, Pinterest, etc. With the use of these channels, you may increase website traffic, build brand recognition, and produce leads for your company. Many people have extensive knowledge of social media as end users, but their understanding of social media marketing is often less extensive. Businesses can achieve their goals of increasing brand equity, enhancing customer service, attracting new clients, and gathering client feedback by utilizing social



media marketing. Businesses may communicate with their clients in a profitable way by creating social media content that benefits others.



Figure 2

- **Content marketing:** Content marketing is the creation and dissemination of pertinent, helpful content to both current and potential clients in the form of blogs, newsletters, white papers, social media postings, emails, videos, and the like. When executed properly, this content communicates knowledge and makes it obvious that a company values the customers it serves. Building and maintaining relationships with both current and potential clients is possible through the regular usage of content marketing. When a target audience views a business as a partner invested in their success and a reliable source of counsel and direction, they are more likely to stick with that business when the time comes to make a purchase. In essence, content marketing is a continuous process that emphasizes engaging with your audience rather than constantly pushing products.
- **E-Commerce website:** e-Commerce systems are advancing quickly. The best strategy to increase sales for any business is to develop an e-commerce website because it allows potential customers to research and comprehend the company from the comfort of their homes. On the website, the seller can present their whole catalogue of goods and services for customers to browse and purchase. To assist with the same, business owners should choose a reputable digital marketing firm that provides web building services. The website will assist the business owner in expanding their audience and building brand recognition.
- **Email marketing:** Using the email marketing strategy, one can reach out to both present and potential customers with promotional communications. It's a way to advertise to your audience things like information, deals, and events. Any company aiming to increase sales online has long relied on email marketing. It enables you to have direct touch with customers and attract potential customers to your website. You can quickly and easily send your consumers updates, great news, notifications, etc. by following a few simple steps.
- **Viral marketing:** Viral marketing is a method of advertising a good or service where customers assist in getting the word out about the product or service to other websites or when customers create an event that can result in exponential development. Viral marketing uses fast-moving communications that pass from person to person to increase interest in a company or product (and subsequently potential sales). The concept is that content sharing is a decision made by the users themselves. Social networks are the natural environment of this type of marketing due to their speed and the ease with which they enable sharing.

DIFFICULTIES OF RURAL MARKETING

Various business divisions have been attempting to corner the rural market in various ways. Rural markets undoubtedly offer prospects and are quite appealing to marketers. However, things are not as easy as they might seem. To enter and flourish in this



market in a seamless manner is not that easy. This market presents a number of difficulties; therefore, the marketer must work hard to address these difficulties properly. The difficulties related with rural markets are such as:

- ❖ **Inadequate Infrastructure Facilities:** The government is making every effort to give infrastructure, but still a lot more work is required to develop things to the maximum possible degree. Yet, proper banking services, power, etc. are still unavailable to rural residents. Rail transportation does not reach many remote places. Numerous roads had inferior surfaces and suffered significant damage during the monsoon. Even now, using bullock carts is unavoidable. Both the rural and urban sectors of Rajasthan and Gujarat employ camel carts.
- ❖ **Scattered and Dispersed market:** The rural population is dispersed over a huge land region. Dispersed market area makes it challenging for marketers to reach out to rural communities. This makes it difficult for marketers to use many of the promotional techniques to promote their goods. Additionally, guaranteeing a brand's accessibility across the nation is quite impossible. District fairs are sporadic and recurrent events. Such events are preferred by manufacturers and merchants as they provide better visibility and hold the interest of the target market for longer periods of time. Additionally, it is exceedingly expensive to advertise in a market that is so diverse.
- ❖ **Varying & Seasonable demand:** Demand in rural areas is described as seasonal and variable. As a result, businesses cannot focus on the rural market because planning is challenging. Similar to this, demand is influenced by rural consumers' income, which is extremely erratic because those consumers depend on agriculture, which in turn depends on the monsoon. They have a decent income if the agricultural season is favourable, but if it is not, they are unable to spend much money on many other items.
- ❖ **Communication barrier:** There are numerous languages and dialects, which differ from one state to another, from one region to another and likely from one district to another. Designing promotional policies for each of these regions is challenging for marketers since messages must be conveyed in the local dialect. In rural areas lack, there is lack of communication facility such as phone, telegram or fax etc. Even now, during the monsoons, most communities in the nation are inaccessible. The infrastructure for other forms of communication is also quite poor.
- ❖ **Lower literacy rates and per capita income:** In comparison to metropolitan areas, there is a lower degree of literacy there. This creates a communication issue in these rural communities. Due to its limited reach, print media becomes worthless and rather irrelevant. Compared to urban individuals, rural dwellers have a lower per capita income. Furthermore, the state of agriculture, which in turn depends on the monsoons, affects demand in rural marketplaces. As a result, the demand is not steady or predictable. As a result, rural areas have lower level of incomes in comparison to urban areas.
- ❖ **Deprived markets and deprived individuals:** The number of people living in poverty has not diminished significantly. Rural markets are thus characterized by poor individuals and as a result, undeveloped markets. The great majority of rural residents are bound by tradition, and they struggle with issues like erratic access to electricity, limited infrastructure, poor telephone service, and political-business ties that obstruct development initiatives.
- ❖ **Prevalence of fake brands:** There are numerous locally produced alternatives to any branded goods that are more appealing and less expensive. The buyer can scarcely distinguish a fake brand from an authentic one due to illiteracy. Rural consumers are careful when they make purchases and take their time making decisions. They typically try a product out before buying it again if they are completely satisfied.
- ❖ **Lack of Advertising Strategies:** Marketers are unable to meet the expectations of all rural residents when developing advertisements, sales promotions, and promotional methods. Promotional programs are never versatile. In rural markets advertisements can be used but other techniques are very hard to incorporate for marketing, such as sales promotion and personal selling, which are effective in urban markets but that marketers cannot implement in rural markets.
- ❖ **Sluggish lifestyle:** The most important problem for a marketer is a lack of enthusiasm for a new lifestyle. Product modification does not have desired and beneficial effects on rural people, since they are not easily persuaded to test, utilize, and accept particular products with improved quality and new characteristics. Their attitude is constrained by traditions, established beliefs, prejudices, etc. Unfortunately, the advocates of their opinion are not scientific. It is challenging to successfully introduce advanced and innovative items in rural regions.
- ❖ **Distinctive style of thinking:** The lifestyles of the people vary significantly. The rural consumer, who typically has two to three options, does not have access to the variety of brands that an urban consumer enjoys. As a result, rural customers have relatively straightforward thinking, and their choices are still influenced by traditions and norms. They are resistant to change and slow to warm up to trendy goods. It is challenging to get them to adopt new behaviour.
- ❖ **Insufficient marketing support:** Most of the time, producers and wholesalers do not offer traders in rural areas the same level of generous credit, financial support, and other amenities that they do to dealers in urban areas. Similar to this, retailers and rural customers are not given enough consideration when establishing an entire marketing strategy.



POTENTIALS OF DIGITAL MARKETING IN RURAL MARKETS

As mentioned above there are many difficulties marketers face while promoting their products in rural market but urban market is slowly saturating and rural market is very huge and lucrative to cater. So, in spite of the difficulties marketers with the help of digital marketing try to enter and capture the untapped rural markets. The digital marketing has the potential to remove the difficulties which the marketers face while promoting their products through traditional marketing.

- ❖ **Direct promotion:** Most of the rural consumers are dependent on middlemen i.e., wholesalers, retailers etc. and they charged extra price for the product as their profit is also included in the price. Marketers show actual price via digital marketing so it helps to attain transparent pricing. Digital marketing helps to remove those middlemen and reach out to the rural consumers directly. Digital marketing helps marketer to directly promote their products or services. Direct promotion helps to create awareness about products or services among the rural consumer base.
- ❖ **Simple consumer reach:** In today's world as the literacy rate of rural people have increased, not only youth but old age people also spending their time mostly on web. So, marketers can easily use web channels to advertise their products and attract the large masses easily. Utilizing different digital medias marketers can attract their existing as potential customers without much effort.
- ❖ **Cost reduction:** Traditional media marketing is much costlier than digital marketing. In offline stores products transferred from one place to another so, the transportation cost increases but in digital marketing no such costs arise. Now-a-days marketers are moving towards digital marketing because of its low cost as rural consumers mostly prefer inexpensive products. If marketers invest huge amount in advertising, then the cost of the product will also increase. So, rural consumers will not prefer such expensive products. To make a better reach in rural area, marketers should go for digital marketing as it is a better choice.
- ❖ **Accessibility:** For a proper reach to the consumers, marketers have to remind them consistently about their products or services. Digital marketing provides this facility to promote any product or service 24*7 & there is no time restrictions for the consumers to shop online. As rural markets are generally closed in odd timings, this is the best opportunity for marketers to reach out to their customers who are in need.
- ❖ **Purchaser's convenience to shop online:** As rural market is not well-developed; rural consumers sometimes don't get products according to their preferences from offline retail stores. Some of the consumers also don't want to communicate their needs to the sales assistant as they are hesitant to disclose about their needs. So, digital marketing can help to provide solution for convenient purchasing 24*7 & in online e-commerce websites there are plenty of choices or alternatives available to choose from. It also provides solution to consumers to shop without any sales assistant maintaining customers privacy as well.
- ❖ **Enables quick purchase:** Before introduction of digital marketing the rural consumers are dependent on traditional media marketing. They first saw the advertisements in TV, newspaper, radio etc. then afterwards they start searching for the respective products in rural markets. But rural market is not well-developed so most of the time they didn't find the product of the same brand or their choice. So this barrier can be reduced with the help of digital marketing as the advertisement and the shopping be done in the same portal, they need not to put extra effort to search as they get the products at their doorstep.
- ❖ **Quick feedback:** The main drawback of traditional marketing is that consumers cannot provide feedback to marketers about their likes or dislikes so the company was unable to modify the products according to the consumer's taste and preference. With the help of digital marketing consumer can easily share their response or feedback to marketers so, marketers get to know that who are interested or not interested in their products and what changes can make the product more desirable.

CONCLUSION

The Indian economy and country are expanding quickly. India's rural areas are likewise benefited by and benefiting from the nation's overall progress. With a rise in their wealth, rural consumers' standards of living are rising daily. As rural customers become more knowledgeable about the greater range of goods and services offered in the market and as information asymmetry decreases with time, demand for and expectations of high-quality goods and services rise. This has given marketers new opportunities to grow their businesses and gain an edge over rivals in the fierce competition. People from rural areas now have a clever approach to transform their way of life by using the internet due to digital marketing. Almost everyone today has access to a smartphone, regardless of whether they live in an urban or rural area. Smartphones have become a commonplace item in modern society. Because a large number of businesses are present online, either directly or indirectly through their own or other online websites, everyone uses the internet and conducts online shopping in accordance with their demands. There are a number of online retailers, like Amazon, Flipkart, Purplle, Snapdeal, Myntra, and Nykaa, that have no trouble delivering goods throughout India. Rural areas offer a lot of unexplored possibilities for digital marketing, but these areas still lack the tools to fully explore them. Being quick, easily accessible, and time-effective are some of the solutions for rural marketing difficulties. In the long run, digital technology will improve consumption in rural India, foster job opportunities, and raise disposable income, all of which will contribute to the nation's economic progress.



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