

# Influence of Digital Marketing on the Buying Decision of Rural Customers in Thiruvananthapuram District

Dr. S. Kamalasaravanan<sup>1</sup> and Vignesh V L<sup>2</sup>

Professor, Department of MBA<sup>1</sup>

II MBA, Department of MBA<sup>2</sup>

Hindusthan College of Engineering and Technology, Coimbatore, India

**Abstract:** Digital marketing has become an increasingly important tool for businesses of all sizes, as more and more consumers are using digital channels to research and purchase products and services. However, the use of digital marketing in rural areas is still relatively low. This study investigates the influence of digital marketing on the buying decision of rural customers in India. The study found that rural customers are increasingly using digital channels to research products and services, but they are still less likely to purchase products and services online than urban customers. The study also found that rural customers are more likely to trust information from digital marketing channels that is provided by local businesses or businesses that have a strong reputation in the community. The study concludes that businesses can increase their sales in rural areas by using digital marketing to reach rural customers and by providing information that is relevant and trustworthy to rural customers.

**Keywords:** Digital marketing.

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