

Effects of Digital Marketing on Marketing in Indian Rural Areas - A Research

Mrs. Rashmi M. Kajarekar

Head of Economics Department

Gogate Walke College, Banda

keshar.keyur@gmail.com

Abstract: India, recognized as the fastest-growing large economy globally, is still widely referred to as a land of villages. Approximately 70% of Indians reside in 6.5 lakh villages, with 50% of the nation's populace significantly reliant on agriculture (Shireesh Diveeker 2017)¹. Advances in infrastructure have bridged the gap between villages and cities. The advent of mobile technology, and to a certain extent, the internet, has connected rural areas more closely with urban populations, leading to rural India becoming acquainted with urban lifestyles. This has inspired rural residents to enhance their prosperity and improve their living standards. Numerous telecom companies have been attempting to establish a foothold in the rural market through various strategies. The rural market presents opportunities and considerable appeal for service providers. However, it is not as straightforward as it appears. Marketing in rural areas brings forth multiple challenges, necessitating that service providers invest considerable effort to skillfully address these obstacles. The primary objective of this study is to examine the impact of digital marketing on rural populations and identify the various issues they encounter.

Keywords: Digital Marketing, Technology, and Marketing in Rural Areas, effects of digital marketing, emerging applications in digital marketing.

