

Impact of Digital Media on Economy of India

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Abstract: *The present research examines how digital media use affects economic growth, focusing on determining regional variations in adoption between urban and rural populations. Digital platforms are now essential to many aspects of economic activity, such as online transactions, digital marketing, business operations, and financial inclusion. Even though digital media has greatly boosted economic growth, there are still gaps in its availability and use, particularly between urban and rural areas. A structured Likert scale questionnaire was administered to 200 respondents, equally divided between urban and rural areas. Descriptive statistics, independent samples t-tests, and simple linear regression were used to analyze the data. According to the regression results, there is a moderately positive and statistically significant relationship between economic growth and the use of digital media. Additionally, the t-test showed that respondents from urban and rural areas used digital media significantly differently, with urban users demonstrating significantly higher engagement. The findings highlight the critical role of digital media in economic development, while also pointing to the challenges posed by the digital divide. According to the study, initiatives should be taken to improve digital infrastructure, advance digital literacy, and guarantee fair access to technology in rural regions. Closing this gap is crucial for equitable and sustainable economic development in India.*

Keywords: Digital media, Economy, Growth, Urban, Rural, India

