

A Study on Scope and Implementation of Self-Employment and Small Scale Business Peoples Digital Marketing in Rural Tamil Nadu Areas

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ABSTRACT: This study investigates the scope and implementation of digital marketing in South Rural Tamil Nadu. The research explores the unique characteristics and challenges of rural markets and examines how digital marketing can be effectively utilized to address these issues. Key components analyzed include internet penetration, digital infrastructure, and consumer behavior in rural areas. The study also considers the socio-economic and cultural factors influencing digital marketing strategies. By leveraging digital channels such as social media, email marketing, and search engine optimization, rural businesses can overcome the limitations of traditional marketing methods, reach a broader audience, and target specific consumer groups more effectively. The findings highlight the potential for digital marketing to significantly enhance business opportunities and growth in rural regions by providing innovative and cost-effective solutions tailored to local needs and preferences.

INTRODUCTION

Marketing is how businesses reach and engage prospective customers, promoting products or services to build a loyal customer base. Digital marketing uses social media, SEO, and email channels to create personalized messages, track customer behavior, and reach a global audience. In rural South Tamil Nadu, digital marketing faces unique challenges due to socio-economic and infrastructural differences. This study explores the adoption and impact of digital marketing in this region, analyzing current practices, consumer behavior, and business opportunities.

STATEMENT OF THE PROBLEM

Rural areas often suffer from inadequate internet connectivity, with slow internet speeds and frequent disruptions. This hinders businesses from leveraging digital platforms for marketing, as they may face challenges in uploading content, engaging with customers, and accessing online marketing tools. Small and medium-sized businesses in rural areas may lack the resources and knowledge required to develop and execute effective digital marketing strategies. They might not have the budget to invest in digital advertising or the expertise to create engaging online content.

OBJECTIVES OF THE STUDY

- To Analyze the Effectiveness of Digital Marketing in Rural Areas.
- To Identify Challenges of Implementing Digital Marketing in Evolving Markets.
- To Investigate the Factors Influencing Digital Marketing Adoption in Rural areas.
- To Explore the Reasons Behind the Growing Popularity of Digital Marketing.
- To study the implementation of digital marketing in rural areas.

SCOPE OF THE STUDY

This paper explores the challenges and opportunities of marketing to rural audiences in the digital age. It examines how digital marketing concepts can be adapted for success in rural areas. The focus is exploring how digital tools can be implemented and adopted to reach this underserved market. This research aims to identify correlations and pave the way for further development in both rural marketing and digital marketing strategies.

LIMITATIONS OF THE STUDY

This case study on digital marketing in South Rural Tamil Nadu faces several limitations, including data collection constraints due to limited internet access and respondent availability, and regional diversity that may affect the generalization of findings. Technological barriers, such as poor connectivity and limited device access, economic disparities, and infrastructure challenges also impact the study. Additionally, behavioral factors like resistance to change and trust issues, along with sample size and temporal constraints, further limit the comprehensiveness and applicability of the research findings.

REVIEW OF LITERATURE

According to Parminder Kaur (2016) the main objective of the present scenario of the Indian rural market at the different outlook for rural marketing. The researchers also include criteria of the rural marketing mix, rural marketing strategies, rural Indians, and its challenges and opportunities.

Yazdanifard R. et al. (2013) in their article digital marketing is an interesting topic, especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning digital marketing in electronic commerce; showing how advertisers need this innovation to be successful.

Sharma (2020) studied the impact of social media marketing on consumer buying behavior. She has conducted research on 220 respondents through a questionnaire. She has discussed that online networking advertising is creating a huge opportunity for business organizations. She mentioned that advertisers need to understand that web-based life is affecting the purchaser's purchasing conduct.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

This study is Descriptive and Causal research. Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. Causal research, sometimes referred to as explanatory research, is a type of study that evaluates whether two different situations have cause-and-effect relationships.

SAMPLE DESIGN:

Sampling refers to the process of selecting a representative subset from a population. A sample design is a prearranged strategy for choosing a sample from the sampling frame. It outlines the methodology the researcher will use to select multiple sampling units from which to derive insights about the population.

SAMPLING SIZE

Sampling size refers to the number of observations or participants included in the study. It is the subset of individuals from a larger population. 257 is the sample size of this study.

PROBABILITY SAMPLING TECHNIQUE:

Probability sampling is the process of selecting a sample from a population when the selection is based on the randomization principle, often known as chance or random selection.

SIMPLE RANDOM SAMPLING:

A selection of participants from a population are chosen at random by the researcher using simple random sampling, a sort of probability sampling. Every person in the population has the same chance of being chosen. Then, data are gathered from as much of this randomly selected subgroup as possible.

SIZE OF THE SAMPLE

The Sample size is 111

DATA COLLECTION METHOD

PRIMARY DATA: In this particular study, the researcher collected primary data firsthand for the first time. The method employed involved using questionnaires to directly gather primary data from the respondents.

SECONDARY DATA: These are existing facts that have been previously gathered and utilized by others. The literature review in this study utilized information sourced from the internet to gather insights about the industry.

STATISTICAL TOOLS USED

The following simple percentage, chi-square, and ranking were utilized for data analysis and interpretation.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

DESCRIPTIVE STATISTICS

Descriptive Statistics					
Particular	Frequency	Minimum	Maximum	Mean	Std. Deviation
Age of the respondents	257	1	4	1.47	.631
Gender	257	1	2	1.40	.492
Locality	257	1	3	1.79	.650
Education	257	1	5	3.56	1.120
Do you have ever purchased over the internet	257	1	5	2.37	1.108
Are you satisfied with the services provided by these companies? "	257	1	5	2.17	1.089
Do You use the internet in social media	257	1	5	2.23	1.152
Do you want the mode of advertising to influence you to buy any product?	257	1	5	2.37	1.176
Do you find any price difference between rural and urban area product?	257	1	5	2.39	1.217
Do you prefer a mode of advertising through social media	257	1	5	2.40	1.247
Do you have a mode of advertising that influences you to buy any product	257	1	5	2.61	1.274

Do you face any difficulties in rural area social media	257	1	5	2.65	1.197
Does your company sell its product in the rural market?	257	1	5	2.71	1.309
Will you be able to buy products you usually have online products?	257	1	5	2.56	1.233
Do you keep track of new products in rural markets in your company	257	1	5	2.65	1.173
.Will you state the last product you bought from a rural markets us company	257	1	5	2.62	1.190
Did you ever purchase from online sites?	257	1	5	2.58	1.197
Do you want any main changes or deviations in rural marketing from urban marketing in our company	257	1	5	2.51	1.125
Advertising is very expensive in rural areas due to the Dispersed Markets it's possible	256	1	5	2.54	1.140
.Do you prefer online marketing preferred more than offline marketing?	257	1	5	2.44	1.175
.Do a promotional scheme of your choice	257	1	5	2.63	1.176
.How satisfied are the pricing of the product in that category	257	1	5	2.56	1.220
Are you familiar with our company	257	1	5	2.68	1.218

Will you be satisfied with our WPS company agency	257	1	5	2.43	1.245
Valid N (listwise)	257				

INTERPRETATION :

The above tables show demographic analysis based on the percentage of the respondents, the maximum mean percentage falls under the education category (3.59%) and the next your company sells its product in the rural market is (2.71%) and the most the same maximum value has been repeated is a do you keep track of new product in rural markets in your company, do you face any difficulties in rural area social media is the respondent maximum percentage is (2.65%) and moderate of the maximum percentage I will be included that do you purchase from online sites (2.51), advertising is very expensive in the rural area due to dispersed market than offline marketing (2.54%), and the low minimum percentage falls under the category is the gender (1.40%), and the age of the respondent is (1.47%)

CHI-SQUARE ANALYSIS :

HYPOTHESES

H0: there is no significant relationship between how satisfied the pricing of the product in that category and the age of the response gender

H1: there is a significant relationship between how satisfied the pricing of the product in that category gender

0.05% level of significance

TABLE 3.3.1 HOW SATISFIED ARE THE PRICING OF THE PRODUCT IN THAT CATEGORY

Crosstab							
		How satisfied is the pricing of the product in that category					Total
		strong agree	Agree	neutral	disagree	strong disagree	
Gender	Male	33	38	35	26	21	153
	Female	29	27	40	8	0	104
Total		62	65	75	34	21	257

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.532 ^a	4	.000
Likelihood Ratio	32.208	4	.000
Linear-by-Linear Association	10.604	1	.001
N of Valid Cases	257		
a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 8.50.			

INTERPRETATION :

From the above, the significance value of Pearson chi-square value 0.000 is less than 0.05. the H0 is rejected so it concludes that there is a significant relationship between how satisfied are the pricing of the product in that category.

RESULT:

The study on the scope and implementation of digital marketing revealed a significant positive impact of digital marketing on businesses. It found that digital marketing is cost-effective and has a substantial commercial impact, allowing even small business owners to efficiently market their products and services. The research highlighted the increasing trend of consumers seeking information online, emphasizing the importance of digital presence for businesses. Moreover, it identified challenges and opportunities in rural marketing, suggesting that digital strategies can effectively tap into the large, untapped consumer base in these areas.

FINDINGS

- 59.92% of the Age of the respondent 26 to 33 of the highest percentage.
- 59.53% of the gender respondents say male is the highest percentage.
- 53.52% of the respondents say the locality of the respondents Urban is the highest percentage.
- 54.09% of the respondents say the education of the respondent primary is the highest percentage.
- 47.47% of the respondents say disagree with the Do you have ever purchased over the Internet percentage.
- 40.23% of the respondents say agree they are satisfied with the service provided by three companies percentage.

SUGGESTIONS:

- Explore how businesses in South Rural Tamil Nadu can adapt digital marketing strategies to cater to the unique cultural, linguistic, and socio-economic characteristics of the region.
- This could include using regional languages, incorporating local traditions, and understanding consumer behavior specific to the area.
- Discuss the sustainability of digital marketing initiatives in rural areas.
- Consider factors such as long-term resource availability, ongoing training, and adapting strategies.
- Compile case studies of local businesses or entrepreneurs in South Rural Tamil Nadu that have successfully adopted digital marketing strategies.
- Highlight their journeys, challenges faced, and the positive outcomes achieved.

CONCLUSION

In conclusion, our study sheds light on the scope and implementation of digital marketing in South Rural Tamil Nadu, revealing both the challenges and opportunities that this region presents.

Through a comprehensive analysis of data collected from surveys and interviews, as well as a review of existing literature, several significant findings have emerged:

In essence, while South Rural Tamil Nadu presents its unique set of challenges, its untapped potential for digital marketing cannot be ignored. The region's businesses, policymakers, and stakeholders can collaborate to create an ecosystem that embraces digital innovation while respecting its cultural heritage. By addressing barriers and seizing opportunities, South Rural Tamil Nadu can embark on a journey of sustainable growth and prosperity through the strategic implementation of digital marketing strategies.