"DIGITAL MARKETING PERSPECTIVES AND CHALLENGES AMONG RURAL ENTREPRENEURS IN MADURAI CITY OF TAMILNADU, INDIA"

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ABSTRACT

The challenges which were hampering the digital marketing presence in rural India are slowly vanishing. The ever– decreasing prices of smartphones and internet accessibility, rising internet speed, push from government and private players for digital literacy underline the hypothesis that e-commerce industry will establish its wide network in rural India in the next to three to four years. This study attempts to capture the Digital Marketing flair among rural entrepreneurs in Madurai, Tamilnadu, India. Results on e-marketing modes preferred by the rural entrepreneurs and the challenges faced by them with e-commerce would pave an avenue for future research studies.

INTRODUCTION

About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being active in agriculture is limited and so unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural entrepreneurship to solve rural unemployment and rural migration to cities. Growth of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened. (Jitendra.A,2013)

Marketing strategy has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategies cover everything from Pay per click, search engine marketing, public relations (PR), Engineering with Marketing. **Digital marketing** activities are Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing,

Content Automation, Campaign Marketing, And E- Commerce Marketing, Social Media Marketing, Social Media Optimization, E-Mail Direct Marketing, Display Advertising, e–Books, Optical Disks and Games, and any other form of Digital Media.

Definition:
According to Government of India, "Any industry located in rural area, village or town with a population of 20,000 and below and an investment of Rs.3 crores in plant and machinery is classified as a village industry."

RESEARCH PROBLEM
The changing global environment raises questions about the ability of traditional, small-scale businesses in rural areas to share the potential benefits offered by the changing environment. Most of them, lack access to the technologies and market information that would enable them to comply with quality specifications and effectively respond to emerging opportunities. Transfer of technology is one of the prominent features of globalization and one of the major reasons for predicting improved growth. Many small rural entrepreneurs saw major improvements in their businesses, but the improvements were in a very limited area and to a very limited number of entrepreneurs.

OBJECTIVES OF THE STUDY:
1. To Study the awareness on Digital Marketing among rural entrepreneurs.
2. To study the relationship between Education and Digital Marketing use.
3. To identify the various Purposes served by Digital Marketing
4. To Identify the preference towards various Digital Marketing Modes.
5. Challenges faced by rural entrepreneurs in Digital Marketing.

RESEARCH DESIGN:
This study has been made as a Descriptive research. The number of samples used for the research is 30. The present study has been conducted among Rural entrepreneurs around Madurai city. Structured Questionnaire method has been used to collect the primary data.
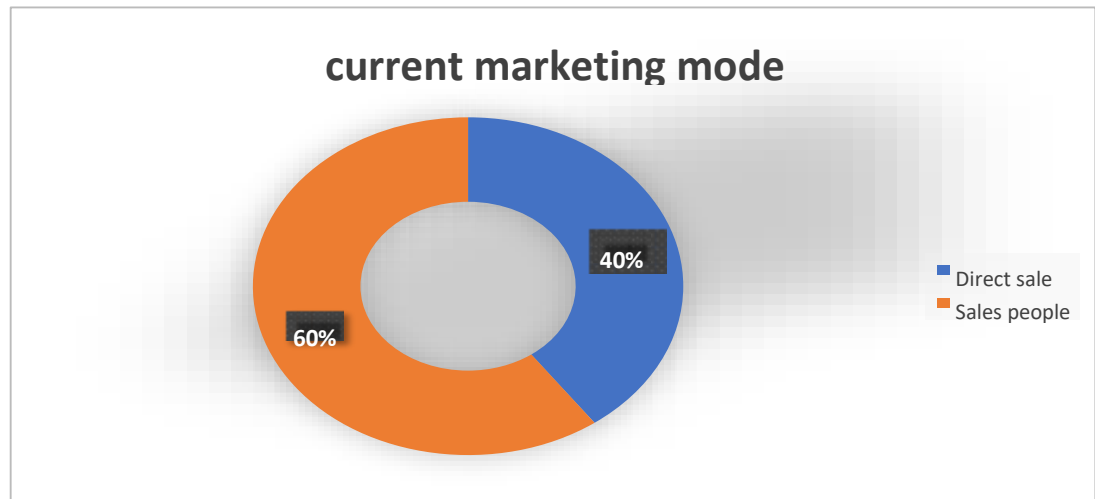
ANALYSIS AND INTERPRETATION
1. Awareness on Digital Marketing
Table 1.1 Respondents' Current Marketing Mode

| S. No	Particulars	No. of respondents	Percentage
1.	Direct sale	12	40%
2.	Sales people	18	60%
3.	Any other	-	-
	Total	30	100%

The above table 3.8 indicates that 60% of the respondents were using Sales people, 27% of the respondents were using Direct sale.

1.2 Awareness on Digital marketing

S. No	Particulars	No.of. respondents	Percentage
1.	Yes	30	100%
2.	No	-	-
	Total	30	100%

The above table indicates that 100% of the respondents were aware of Digital Marketing.
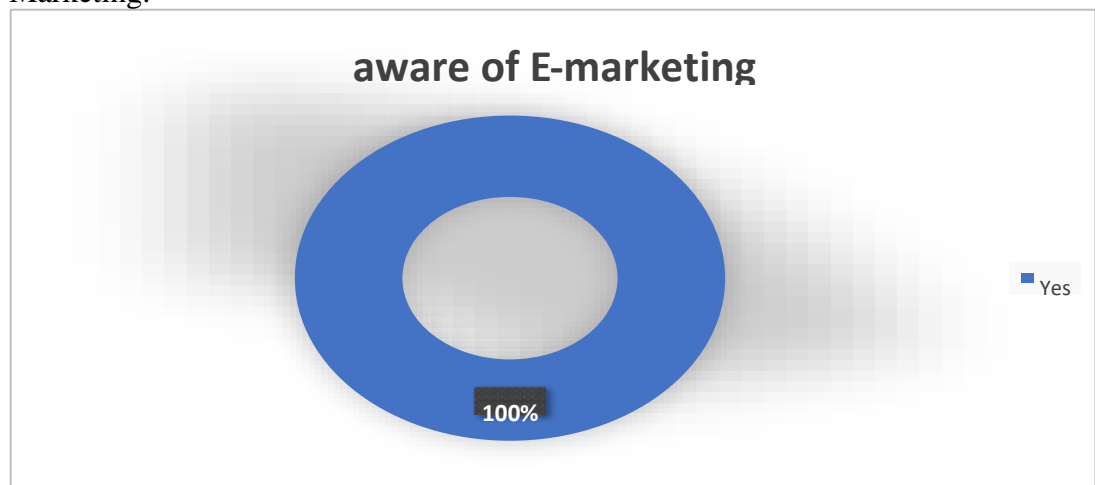
2. Educational qualification and social media marketing.

The One-way Anova analysis is done between the independent factor Education of the respondents and the dependent factor the social media marketing.

O H0 – There is no significant relationship between the Education of the respondents and the social media marketing.

O H1 – There is a significant relationship between Education the of the Respondents and the social media marketing.

Table 2.1: Educational qualification for social media marketing.

S. No	Source of variance	Sum of squares	Degrees of freedom	Mean square	F	SIG.
1.	Between groups	3.267	1	3.267	4.393	0.56
2.	Within groups	9.667	13	.744		
	Total	12.933	14			

It is obvious from the table that there is a significant relationship. Null hypothesis is accepted and the alternate hypothesis is rejected. There is a significant relationship (0.056) between education qualification of the respondents and social media marketing.

3. Purposes for which Digital Marketing has been used
Factors like 'Enable us to get new customer and increase sales, improve brand image, improve customer service, Update product information instantly and cost effectively, enhancing customer relationship, exploring new market segments, improving product and supply capability' are identified as purposes and analysed using GARRETT'S RANKING

Table 3.1   Purposes for which Digital Marketing has been used

S.NO	Particulars	No. of Respondents							
		1	2	3	4	5	6	7	Total
1.	Enable us to get new customer and increase sales	2 (158)	2 (132)	4 (232)	8 (400)	12 (516)	-	2 (44)	1482
2.	Improve brand image	2 (158)	2 (132)	4 (232)	6 (300)	6 (258)	4 (140)	6 (132)	1352
3.	Improve customer service	2 (158)	-	6 (348)	2 (100)	2 (86)	10 (350)	8 (176)	1218
4.	Update products information instantly and cost effectively	2 (158)	-	-	4 (200)	2 (86)	10 (350)	12 (264)	1058
5.	Enhancing customer relationship	-	14 (924)	8 (464)	4 (200)	2 (86)	-	2 (44)	1718
6.	Exploring new market segment	8 (632)	8 (528)	6 (348)	4 (200)	2 (86)	2 (70)	-	1864

7.	Improving product and supply capability	16 (1264)	4 (264)	2 (116)	2 (100)	2 (86)	4 (140)	-	1970

Table 3.2 GARRETT'S RANKING

S.NO	Particulars	Score	Mean Score	Ranks
1.	Enable us to get new customer and increase sales	1482	49.4	IV
2.	Improve brand image	1352	45.06	V
3.	Improve customer service	1218	40.6	VI
4.	Update product information instantly and cost effectively	1058	35.26	VII
5.	Enhancing customer relationship	1718	57.26	III
6.	Exploring new market segments	1864	62.13	II
7.	Improving product and supply capability	1970	65.66	I

It is inferred from the above table that the Improving Product and Supply Capability is ranked as the first factor which influenced **to prefer online mode**.

4. Preferred Digital Marketing Mode
Intensity value is used to analyse the preferred Digital Marketing mode.

Table 4.1: Preferred Digital Marketing Mode

S.NO	Particulars	No. of Respondents						
		HS	S	N	DS	HDS	Total	Rank
1.	Social media marketing	120	24	-	-	-	144	I
2.	Search engine marketing	100	32	6	-	-	138	III

3.	E-mail marketing	90	32	12	-	-	134	**IV**
4.	Article marketing	100	40	-	-	-	140	**II**
5.	Affiliate marketing	70	48	8	8	-	134	**IV**

It is derived from the above table that majority of the respondents prefer Social Media Marketing and it is assigned the first rank with an intensity score of 144.

5. challenges in Digital marketing:

We have listed some of the major challenges facing e-commerce today. **Weighted average method** is used in order to find out the problems faced by E-marketing.

Table:5.1 challenges in Digital marketing:

S.NO	Particulars	No. of Respondents					Total	Mean score	Rank
		HS	S	N	DS	HDS			
1.	Lack of internal access	130	16	-	-	-	146	4.866	**II**
2.	Lack of technical support from vendors	120	24	-	-	-	144	4.8	**III**
3.	Lack of training system to facilitate	120	24	-	-	-	144	4.8	**III**
4.	Installation and maintenance of technology	130	16	-	-	-	146	4.866	**II**
5.	Lack of appropriate tools and equipment	130	16	-	-	-	146	4.866	**II**
6.	No efficiency in operation	140	8	-	-	-	148	4.933	**I**

From table 3.3.2 the conclusion is derived on the basis of Problems face in E-marketing. Of all the factors No efficiency in operation is given the first rank. Lack of appropriate tools and equipment, Installation and maintenance of technology and Lack of internal access is the second and the third rank is given to Lack of training system to facilitate and Lack of technical support from vendors the last.

RESEARCH FINDINGS
- 47% of respondents belong to the category of 5-10 years in business.
- 80% of respondents are male members.
- 46 % respondents belong to the age group of 30-40 years.
- 93% of respondents are married.
- 47 % of respondents are graduates.
- 80% of respondents belong to food products segment.
- 93% of respondents are have internet access.

- 100% of respondents are aware of e-marketing.
- 100% Of respondents are aware of social media.
- 49.33% of respondents have problem regarding efficiency in Operation.
- 46.6% of the respondents prefer Facebook and Instagram.
- To find out the factors which influence the respondents to prefer online mode the researcher used Garrett ranking technique and it is found that the Improving product and supply capability the highest score (985).
- In order to find out the association between education and factor considered while social media marketing one-way ANOVA is used and it is found that there is a significant difference (0.056) between education qualification of the respondents and social media marketing.
- To find out the expectations of the respondents towards the digital marketing intensity value is used. Among all the factors the respondent's social media Marketing the first rank with an intensity score of 72.

CONCLUSION

The standard of living of the rural people should be increased. Digital marketing for rural sector provides an answer to the problems of Inclusion in Digital India. Indian rural sector is no longer primitive and isolated. Rural Digitalization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship. The digitalisation of rural entrepreneurship is of extreme importance for the development and competitiveness of rural businesses. Digitalisation is a highly effective strategic growth strategy for businesses in emerging markets of the world.

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