

## **IMPACT OF DIGITAL MARKETING: THE PRESENT SCENARIO IN TELANGANA STATE – AN EMPIRICAL STUDY**

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**Abstract**

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*In present scenario of COVID-19, the effect of pandemic on Digital Marketing is visible not only in urban areas but also in rural areas. Customers are searching for various products and services through Google by which they can purchase wide range of products and services to fill their needs and desires at relatively low price. The freedom to select numerous products is available by browsing various websites. Hence this study focuses on Impact of digital marketing particularly in the selected rural areas of Telangana state. This state been formed recently but in the IT sector it is receiving much attention throughout the globe, as many MNC's are establishing their operations in this state. Therefore, an attempt has been made in this study to find out how the Impact of digital marketing is trickling down in the rural and remote areas of newly formed Telangana state. Hence this study focuses the impact of digital marketing in the selected areas of Telangana state.*

**Key Words:** *Digital Marketing, Product and Services, Rural areas, Consumer needs.*



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### **INTRODUCTION:**

The business organizations use new techniques to promote their brand through digital marketing. It is well known an established fact that impact of digital marketing in the rural and urban areas of our country is not similar. Hence marketing a particular product requires in the market, a proper planning and survey should be conducted to analyze the merits and demerits of digital marketing. Digital marketing had been adopting by large industries but

now due to pandemic small-scale industries also selling their products. Through this digital marketing platform, the small-scale industries are becoming the competitors to the large-scale industries. That's the reason all the small and large enterprises are marketing digital marketing as one of their major functions. Hence, of late due to the COVID-19 pandemic digital marketing has received much attention even in rural areas.

The Products in the Telangana market are placed keeping in mind the urban and rural consumer behavior. Understanding the consumer behavior is the key function of marketing (Kotler, et.al. 2009). As the consumer behaviors of both urban and rural areas are apart from one other, the need and demand also differ, so especially in COVID-19 pandemic situation; the organizations main focus is to satisfy the demand of consumers. In rural market the purchasing power depend on the agriculture. Rural people are not much familiar with the various products and services provided through online. Now as many of the rural people come to urban areas and see the way of living of urban people, they themselves are adopting the lifestyle. Many wireless communication services are trying very hard to win the rural market, but it is very challenging task for service providers to give their services to all the rural areas. The study focuses about the digital marketing influence in rural areas and the issues that rural people face & to achieve goals through digital marketing to make Telangana powerful state.

#### **IMPORTANCE:**

This 21<sup>st</sup> century is full of technology. It makes us to divert into digitalization so, in this case digital marketing makes the small businesses, individual firms, companies and organizations to cover their businesses through online and make it approachable to the customers easily. Customers are searching for products and services through Google, Face book, Twitter, Instagram which they want to purchase through online because digital marketing is cost-effective and a wide range of product and services are provided by organizations to attract the customers to fulfill their needs and desires. Through digital marketing we can reach directly a wide range of targeted customers. The customers have a freedom to select a customized product from various websites.

#### **LITERATURE REVIEW:**

Stated that, in this study the major obstacle was the changing marketing behavior of rural people at regular intervals or various locations depending on low income and seasonal marketing. The marketers are making efforts to spread in rural areas due to its large size of

population. Rural Marketing Association of India (RMAI) reported that there is an increase in marketing behavior of rural people as study conducted by Rakesh Pandit 1 (2020). As focused by Dr. Suryakant Ratan Chaugule 2 (2019), rural people are brand loyal. It is very challenging to convince a rural people to purchase through the new brands, as rural people don't believe outsiders easily. Rural customers purchasing patterns depend on the agricultural farming. The central and state govt. announced many subsidies and welfare schemes but most of the farmers don't know about it as mentioned by Dr. Suresh Chandra.Ch 3 (2016).

Prof. Venkatesh Babu 4 (2018) highlighted effect of educational qualification and occupation on adopting digital channels. Digital channels attract the educated easily people through advertising and satisfy the customers who had purchased the products through these digital channels. D. Prasanna Kumar 5 (2017) also focused on the various business organizations are using social media to communicate with the new existing customers. Similarly, Noshir Kaka 6 (2019) stated companies use various business techniques to explore their business through new customers and the existing ones. Hanieh Mirzaei 7 (2012), throws light on new facilities and techniques are being adopted by digital marketing to attract customers. As the consumer need and demands keep on changing all the time it is been difficult to identify the targeted audience was stated by Sanmathi Anbumani 8 (2017). As mentioned by Soheila Bostanshirin 9 (2012), Companies are adopting digital marketing campaigns as it is a cost effective way of advertising.

#### **SCOPE:**

This century is belongs to full of technology. It makes us to divert into digitalization so, in this case digital marketing makes the small businesses, individual firms, companies and organizations to cover their businesses through online and make it approachable to the customers easily. Customers are searching for products and services through Google, Face book, Twitter, Instagram which they want to purchase through online because digital marketing is cost-effective and a wide range of product and services are provided by organizations to attract the customers to fulfill their needs and desires. Through digital marketing we can reach directly a wide range of targeted customers. The customers have a freedom to select a customized product from various websites. The present study locates the issues faced in the selected rural areas & examines digital marketing influence on rural people. This study is limited to Telangana state that to collected the sample in Karimnagar District.

## OBJECTIVES:

1. To examine the problems faced by the rural people in digital marketing.
2. To explore goals of individual firms, companies & organizations through Digital Marketing.

## FORMULATION OF HYPOTHESIS:

The following hypotheses have been formulated to test objectives of the study:

Ho1: There is no problem for the rural people while purchasing products in digital marketing.

Ho2: There is no goal in an organization to make a powerful state.

## RESEARCH METHODOLOGY

The research work is based on both primary and secondary data. Primary data have been collected with an appropriate interview schedule from the selected respondents. This schedule been pre-tested and after modifications, final close ended questions were incorporated in the scheduled questionnaire. The information gathered mostly on the basis of problems related to digital literacy, seasonal marketing, language and brand loyalty, etc.

The information on the problems of digital marketing in rural areas has been incorporated and efforts were made to get relevant answers. An altogether 150 respondents were selected by using purpose sampling method. The respondents were covered from the selected rural areas of Telangana State, who are mostly involved in digital marketing.

Secondary data was gathered from various sources such as journals, articles published and other documents related to digital marketing and used at pertinent places in the research work. Browsing of Internet facilities to get the data has been used extensively.

For the calculation, we applied percentages to get the results.

## DATA ANALYSIS

The following table shows the respondents' details:

Particulars	Participants	Frequency	Percentage
Age Group	Less than 18 years	0	0
	Between 18 to 30 years	84	56
	30 to 50 years	48	32
	More than 50 years	18	12
	Total	150	100
Illiterate		24	16

Education Qualification	SSC	30	20
	Intermediate	36	24
	Graduate	42	28
	Post Graduate	18	12
	Total	150	100
Occupation	Non-Agriculture	33	22
	Agriculture	117	78
	Total	150	100
People having Smartphone and Internet Connection	Yes	126	84
	No	24	16
	Total	150	100
Problems facing in Digital Marketing	Digital Literacy	42	28
	Seasonal Marketing	48	32
	Language	28	18
	Brand Loyalty	32	22
	Total	150	100
Opinion on Digital Marketing	Strongly Support	57	38
	Support	42	28
	Refuses	51	34
	Total	150	100
Organizations conducted digital literacy programs	Yes	78	52
	No	72	48
	Total	150	100

**Source:** Primary data

From above table, age of the responses according to their age group, education qualification, occupational respondents have been presented along with using Smartphone and internet connection. This table also analyzes the problems facing in digital marketing. Further opinion was gathered on digital marketing and its related literacy programs from the selected 150 respondents.

If we look at age group of the respondents, out of 150 more than 50 percent are from the age group of 18 to 30 years and another 32 percent respondents are in the 30 to 50 age group. It means 78 percent of the respondents who are using digital marketing practices are below 50 years. Surprisingly we couldn't find a single respondent whose age was less than 18 years.

When we look at their educational qualifications 28 percent are graduates and another 24 percent had intermediate education. Surprisingly 16 percent illiterate of the entire sample are using digital marketing. In other words, as the level of literacy increasing the use of digital marketing has received importance.

An attempt was made in the present study to find out the occupational background of the respondents who are adopting digital marketing. It is astonished to note that 78 percent of the respondents who are using various types are from agricultural background. It is nothing but in Telangana area has enter into the rural areas as the data itself reflects that nearly 80 percent of them using Smartphone are internet facilities in digital marketing.

However, in spite of the positive developments, digital marketing in our select areas are facing problems. The problems are mostly connected to seasonal marketing, brand loyalty, digital literacy, language, soon. This has been reflected in our data also were out of 150 responses, 32 percent of them are facing seasonal marketing problems and another 28 percent of digital literacy. Even 22 percent in our sample size face the problem on brand loyalty and the remaining 18 percent have language problem.

Therefore, we could collect the information from the respondents on their support/rejection the functioning of digital marketing. It is interesting to note that 38 percent has strong opinion to support the digital marketing and another 28 percent supported it. It means 66 percent of the total respondents are in favor of digital marketing. As to make 100 percent use of digital marketing a lot of efforts have to be made to create awareness and literacy programs. This has been reflected that more than 50 percent are in favor of organization off digital literacy programs to create awareness on the digital marketing.

Therefore, for the study suggest using the social media marketing like Facebook, Twitter, Instagram, LinkedIn, etc. to attract the customers to purchase the products and services. The respondents also expressed their opinion for the provision of internet facilities in rural and remote area. So that, to attract digital marketing in the rural areas of Telangana State and to overcome the problems.

## **LIMITATIONS:**

### **Lack of Digital Literacy**

Many of the rural people are not familiar with the schemes and subsidies which government launching. Majority of farmers don't even know about the digital money transfer. To make India digitally literate, government has launched Pradhan Mantri Gramin Digital

Saksharta Abhiyaan, this scheme is to make one house member should be able to use internet, computer and Smartphone. Digital India main intension was to give digital knowledge to over six crore persons from various rural areas to make India globally powerful country. But in the rural areas of Telangana, it is not much visible and hence this study has undertaken.

### **Seasonal Marketing (or) low per capita income**

In rural areas the purchasing behavior of people depend upon the agriculture, weather conditions, crop cultivated, etc. Rural people purchases more after the agricultural crop is sold out. Even the agricultural products which come from cultivating lands can be promoted digitally.

### **Language**

The major problem in rural areas is language problem, every state and area speak different languages as many of the rural people are illiterate, due to which it will be a challenging task for digital marketers to promote, advertise or sell their product in these areas.

### **Brand loyalty**

Rural customers don't prefer to buy products from new brands, as they are fixed notion to the particular brand which they use from long time. So, it's a very challenging task for digital marketers to motivate the rural customers.

### **FINDINGS AND CONCLUSIONS:**

The study has highlighted certain issues such as digital marketing required much attention in the rural areas of Telangana state. The problems are mostly connected to seasonal marketing, use of digital literacy and brand loyalty. This has been depicted in our study where out of 150 respondent's 28 percent are facing seasonal marketing problems, 22 percent with brand loyalty and nearly 20 percent are unaware of language used by digital marketing. The social media marketing, Facebook, Twitter, Instagram has been spread in rural areas to attract the customer to purchase the products and services. Therefore, the study suggests the provision of Internet facilities in rural areas to develop digital marketing.

Digital marketing is changing the way of purchasing behaviors of rural areas they are marketing through online instead of following the traditional marketing techniques, as they get the wide range of products and services through online. It has also changed the marketing behavior of the Telangana State, where Smartphone and Internet is not just used for

knowledge gaining and communicating but also become a device which delivers the products and services at the doorstep.

#### **SUGGESTIONS:**

- As government is bringing many schemes to educate one person of each house, the rural people can understand the uses of digital marketing and purchase various products and services digitally through them.
- The organizations can use social media marketing like Facebook, Twitter, Instagram, LinkedIn to attract the customers to purchase the products & services.
- The respondents are expressing their opinion regarding government assistance, in terms of internet facilities, smart phones, etc.
- The organization should contact digital literacy programs in rural areas so that the goals are achieved and a powerful state is formed.
- The rural people should be provided with 4G Internet connections show that they purchase the products and services through digital marketing.

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