

E-Marketing: Rural Awareness in India

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ARTICLE DETAILS

Article History

Published Online: 05 October 2018

Keywords

ICT, Consumer, Technology, Communication

ABSTRACT

E-Commerce is the world ruling the commercial world since a few years. Lot of businesses have moved on line utilizing the internet for reaching a goal wide range of customers earning increased ROI with investment cost and time. The consumers are spoilt choices of brands, fashion, comfort and all at competitive pricing too. Near to 70% of India's population resides in urban and are in the rural segment. With India truly on the path of global IT leadership, It first needs to look into itself and consider that does this progress include rural population or hot with the advent of E. Commerce, one area where progress of India one reason for the same is that urban businesses have all the advantages of technology, while rural businesses fail in the same. Rural India has not been able take advantage of ICT (Information Communication Technology).

Some of the key factors of the growth are the increasing disposable income. growing urban lifestyle influence and improving intra structure the internet has been playing most significant role and will continues to be the catalyst in rural India translation 315 million rural dwellers will be connected to the internet by 2020 This development will create new opportunity as e-commerce will be able to infiltrate in the areas where establishing physical presence is a challenge In this paper to cases the rural awareness of India.

1. Introduction

E. Marketing or electronic marketing refers to the application of the marketing principle and techniques in electronic media and more specifically the internet. The term e-marketing internet marketing and on line marketing are frequently interchanged and can often be considered synonymous the nature of the internet means businesses now have a truly global reach. It offers a wide range of product and services. E-marketing include among other things, information management, public relations customers' service and scale with the range if new technologies becoming available all the time this scope can only grow.

The demographics of the internet are a marketer's dream maximum marketing efficiency from e-marketing great opportunities to size strategic competitive advantages. The rapid growth of the web sub sequent bursting of the datum bubble and current mainstreaming of the internet and related technologies created today's climate of marketing convergence.

The comprehensive integration of e-marketing and traditional marketing to create seamless strategies and factices many digital technology receiving device also converged, such as the mobile phone with a digital camera and personal digit assistant (PDA). Convergence is an important theme for e-marketing

2. E-Marketing involves the following aspects

- Enabled by website, create virtual shops
- Create customer data bank
- Provide for business to business exchange data

- Conduct customers by e-mail or box
- Use business to business buying and selling
- Define all barriers of time and space

3. E-Marketing

E. Marketing can be as hot only trade in goods and services across internet but also new way of conducting business and communicating with customers, suppliers and colleagues. One of the motivator for doing business in urban areas in greater commercial variety and access to technology one of the assumptions we world taking in this paper world be the ready availability of infrastructure, especially telecom. This is something which government is working on but the process needs to be speeded up. In this we would be covering three main benefits to the rural area on the use of e-commerce

- Businesses in agriculture
- Employment generated service

4. Need of the study

India will likely see the golden period of the internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E. marketing, Internet, Advertising, Social media, Search, On line content and service relating to E. Commerce and internet advertising as we all know India have a long way to go in the world of digital marketing as more and Indians are spending time on the internet as compared to China and US

5. Need for E-Marketing

Internet is easy to becoming the way of simple life .In these world anywhere /any time convergence of mobility and intelligence e-commerce happens to be the think which can

provide all this in true things are needed are needed to drive overall growth

- Policy
- Technology
- Awareness
- Services

From this policy is something which needed to be formed by the Government and some immediate steps need to be taken in that direction while the other there are something which can be provided by e-commerce. E-commerce is the technology of the present it can provide service which is beneficial to both rural community and corporate world. It can also be used to create awareness and teaching people as illustrated in case of ITC's e-choupal below. It is used to make farmers improve the quality of their yield with better techniques and give them more power.

6. E-Marketing for rural India

In India the fastest growing large economy in the world 6.5lakhs villages with 50% of nation's population heavily dependent on agriculture. Heavy dependence on agriculture is one of the reasons of poverty in rural India. This can be very well observed from the big gap in per capita income of urban and rural parts of India. Most of the business and consumer demand were concentrated in urban area which have very small pie of total population.

7. Improvements in rural India

With improvement in infrastructure village came over to cities. Mobile and to some extent , internet brought villages closes to urban population. In rural India become familiar to urban lifestyle this motivated rural people to increase prosperity and improve their lifestyle.

Ten years bank, it was very difficult to get mobile network in rural India. With rising competition in telecom industry need of increasing customer base and high band width mobile usage has grown in village no of mobile user I rural India has gone up. Though feature phone volumes are higher than smart phone volumes we can easily observe the shift towards smart phones with entry of next generation in rural employment social media tools like face book and you tube are at nascent stage but have started gaining momentum through twitter has long way to go in rural India

In rural marketing brings lot of demand for consumer product digital can be a good option as people using internet will become influence in most of the villagers as people using smart phone and internet are considered as smart and intelligent ones in the village companies, especially in consumer goods place, should stage targeting people with smart phone and internet connections who in turn will spread word of mouth across locations. Business should start taking every face book user a big influencer in near feature

8. Benefit from digital

With digital information flow to rural people will become easies into regarding weather, daily rate of crops, milk products, poultry etc. Can be made available justify row on mobile phone by government or NGOs it will increase not only

form efficiencies but also the market understanding of farmers and it leads to training on advanced farming techniques and use of proper sterilizers can be done across many village at a time. In our villagers have capability to produce user specific products but they can't be sold in cities where demand for such products is available. Online merchandisers can extend their services for such products so that they can be sold in cities. Digital will help to increase the consumption in rural India and will also create employment opportunities it increasing disposable income it will have positive effect economic growth of the country.

9. Challenges

The challenges to agricultural websites us ability for rural marketing in India arise mainly because of highly specific local needs and the great diversity in rural condition

The major challenges

- Poor literacy rate – Low use of textual knowledge
- Understanding the rural consumer
- Poor infrastructure
- Physical distribution
- Channel management
- Promotion and marketing communication

A. Awareness:

According to Accenture rural marketing research 50% of respondents digital channels while 35% say they could be motivated if they were trained to use digital media . Digital marketing can play important role in helping banks identify the needs and want of rural customers to provide them with product/services.

B. Improving peach through Email Marketing :

Digital literacy rates in rural India are a strong uptick due to government driven program such as PMGDISHA that are aimed at imparting digital literacy to rural people. Under the scheme condition will be trained on the use of computer, smart phone and tab for sending and receiving e-mails and browsing the internet. This email marketing a most use channels for banks looking to strengthen their rural operation. Direct mailers targeted at educated the rural population about basic financial services, usage, benefits can play a vital rate in encouraging adoption of digital finance. To Shaw how to operate ATM make deposit can also embedded in emails to drive greater information retention.

C. Engaging customers through mobile advertising

With development picking up speed in rural India coupled with increase in rural purchasing power this consumer segment has a bloom into a robust commercial opportunity but rural people are ametozogeneous lot with varying needs and understanding of digital media. As rural marketing is largely mobile-driven optimizing advertising campaigns for mobile search local languages layout easy navigation and user trendy content should be also focus on promoting other value added service such as weather data and prices of commodities to rural folks.

D. Developing a personal through social media:

In terms of growth in social media-rural régimes witnessed 100% growth in recent parts compared to 35% in urban areas. Customer connect by projecting a human image monitoring real time social media conversation and leveraging techniques such as sentiment analysis can help marketers identify gaps and rural population and device.

E. Improving infrastructure:

To improve present in major part of the rural India process need to speeded up with the advent of techniques V_SAT can be used in place with laying physical cable is tough or impossible as used by ITC.

F. To provide incentives:

Government should also provide incentives to the companies to perform business in the rural area. Government must give logistics facilities in rural areas

G. Marketing India a digital Economy:

Digital payment is the future for the economic development at the sector. It is considered to be one of the best solution to unity and formable India's economy while promoting financial inclusive The vision of cashless India makes digital payment infrastructure a prerequisite amongst rural India.

10. Conclusion

E. Marketing is very important for our India especially in rural area .In e commerce has various challenges in rural areas but these policies of challenges are prevented by our government and to techniques are updated is the marketing field. These are leads to becoming India developed country.