

“SWOT Analysis of Rural Digital Marketing”

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Abstract:

India is a country with nearly three-fourth of its consumers belongs to rural market and 1/2 of the national income move towards from the rural market segment. Digital technology is innovative platform for digital marketing in overall the world. The most significant thing about marketing is that it is spread over heterogeneity in rural consumer. The rural marketing in urban and rural areas differs due to geographical region. SWOT analysis is strategic frameworks that help to evaluate the rural marketing in different section and segments that how to social media and different Apps to reach rural audience. The core intention of this is to examine the capability of rural markets and finding out the strength, weakness, opportunities and threats of rural digital market. The study conducted in Himachal Pradesh respondents to find out the opinion and observation for digital raised area.

Keywords: Digital Marketing, Rural marketing, SWOT Analysis, Social platform.

INTRODUCTION:

Internet Revolution has created more opportunities to E-commerce business. According to census survey the rural population generating new economic growth for the country. Before digital platform the rural market more amorphous, social media, e-mail, mobile phone, and SEO etc. generated new idea to corporate sector to enhancing ROI of companies in rural segment. The SWOT is a qualitative diagnostic tool for business. The company strategy policy making for rural consumer has gained through SWOT analysis. More e-commerce sites like Amazon, Flipkart etc. net earnings are worth billion in India. Technology has completely altered the experience of buying. Rural digital marketing best practice of company to connecting the villages and backward classes with social networking and company approach. The SWOT classify the way in

Rural Digital Marketing Strength	Give advantage to company
Rural Digital Marketing Weakness	Disadvantage relation with companies
Rural Digital Marketing Opportunities	External elements provide benefit to companies
Rural Digital Marketing Threats	External elements cause of trouble for companies

Review of literature:

Mannappa (2003) rural marketing presents both challenges and opportunity these factors help their company's position in the market. **Jain (2014)** focused on consumer decision making process and characteristics an understanding of which will make organization leverage the opportunity offered by the web to their advantage. Website attributes navigability and search ability in impacting consumer sensitivity for brand visible online. **Verma (2013)** examined that the non-homogeneous and scattered nature of market was one of the main issues noted in the study. **Mahalaxmi et Al (2016)** focuses on that the digital marketing channels including e-mail, affiliated marketing, mobile networking etc. for purchasing regardless of their education and economic level. **Nadarajan (2018)** SWOT Analysis helpful to organization for farmer and trader to evolve new marketing strategies. **Yasmin (2015)** Examined that digital marketing define many strategy for companies. Company can use many devices like as smartphone , SEO, video etc for promote company products and services. Company should create innovative path through digital marketing

Objective of study:

1. To know the Strength, weakness, opportunity and threat of rural digital marketing
2. To examine the rural digital awareness of consumer.
3. To know the changing trend in rural digital marketing strategies.

Research Methodology

Primary data collected through questionnaire from GHUMARWIN BLOCK DISTRICT BILASPUR Himachal Pradesh. Convenience/ random sampling method used for collection of data from 47 respondents and secondary data used from published source of different publication.

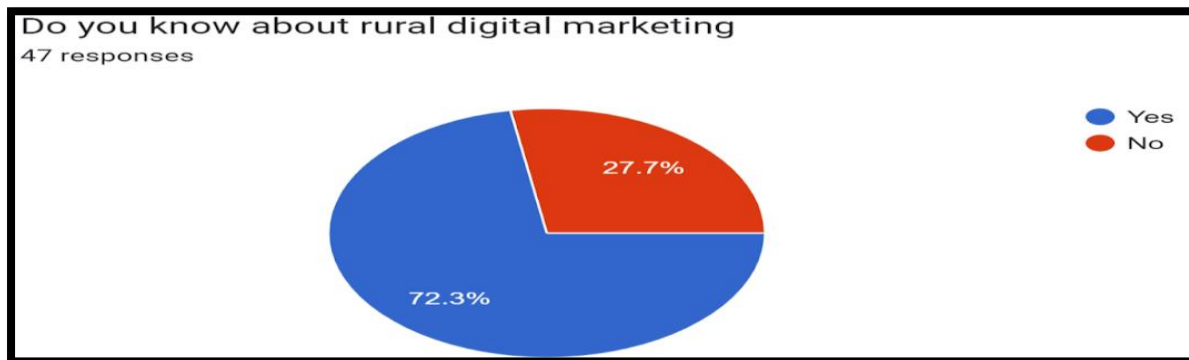
Rural Traditional Marketing	Rural Digital Marketing
Not 24*7 service	24*7 hours service
Time consuming	Not time consuming
Limited reach	Wide reach
Physical verification of product	No physical verification before purchasing
More expensive to set up	Not more expensive to company
Result easy to measure	Result not easy to measure by digital marketing
Face to face interaction	No face to face to interaction

Demographic Profile of Respondents:

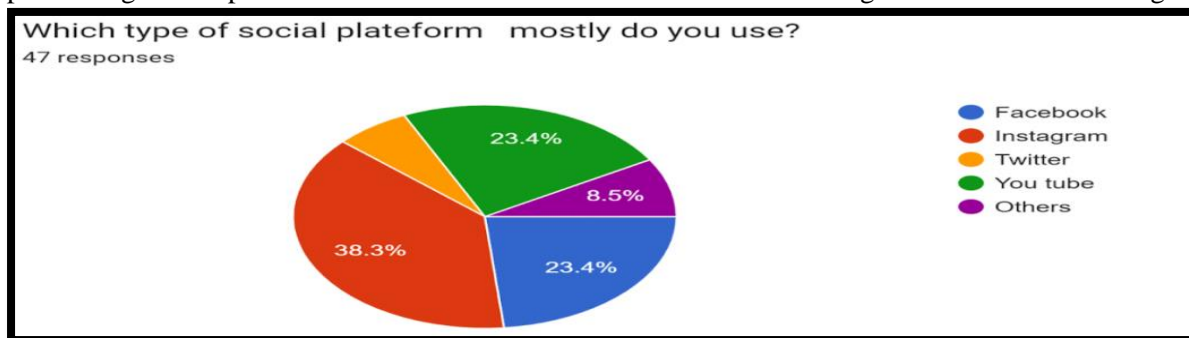
Demographic Profile	Respondent	Respondent	Respondent	Respondent
AGE	15-25 (57.4%)	25-35 (14.9%)	35-45 (17%)	Above 45 (10.6 %)
Education	+2 (29.8%)	UG (38.3%)	PG (23.4%)	Others (8.5%)
Employment	Govt. (12.8%)	Private (8.5%)	Students (57.4%)	Others (6.4%)
Income	Below 2,50,000 (38.12%)	2,50,000-5,00,000 (25.00%)	5,00,000-10,00,000 (24.8%)	Above 10,00,000(12.08%)

Data Analysis and Graph presentation

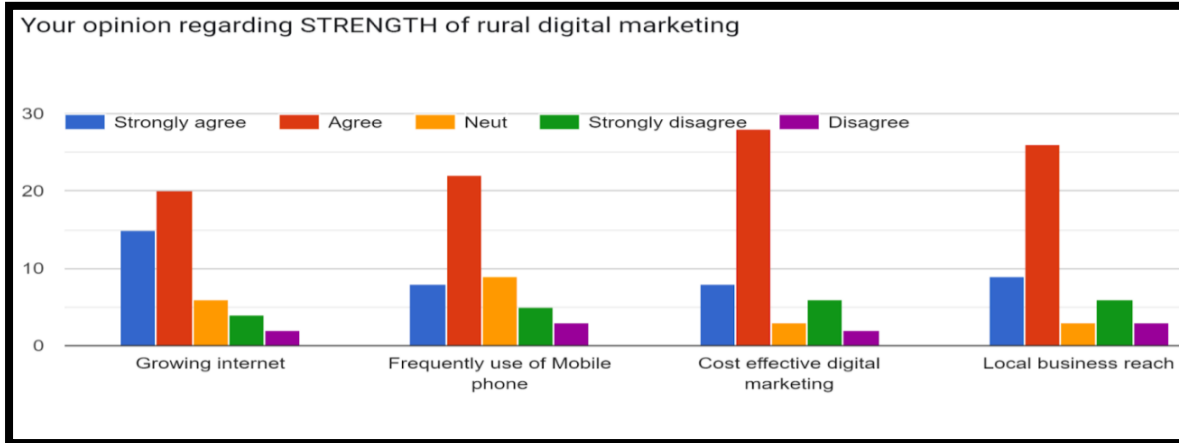
Graph 1.1 Rural digital marketing depends upon respondents awareness regarding the term and Policy that used by companies to influence the rural digital marketing. Most of respondents know about the rural digital marketing concept of companies.



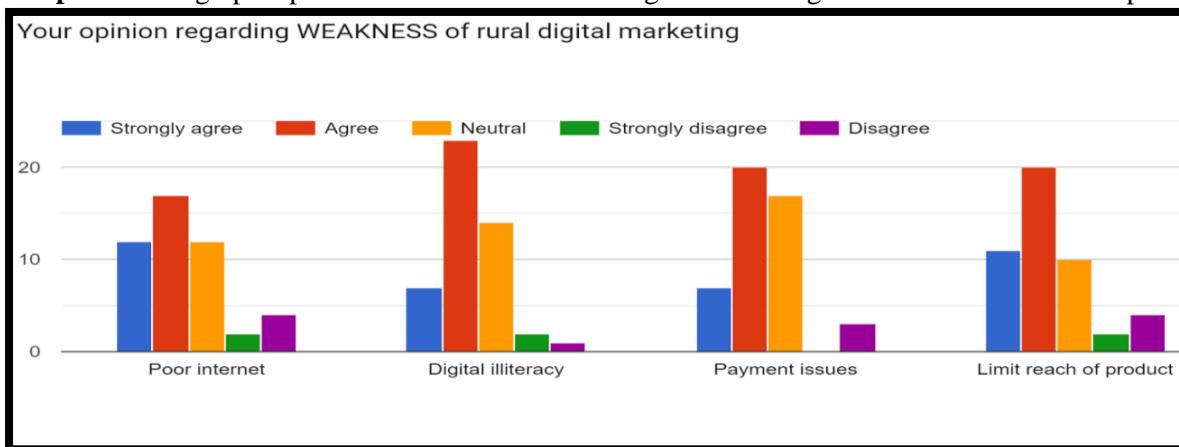
Graph 1.2 company using the different social media platforms for affect the rural prospective customer purchasing power. Most of user using the instagram



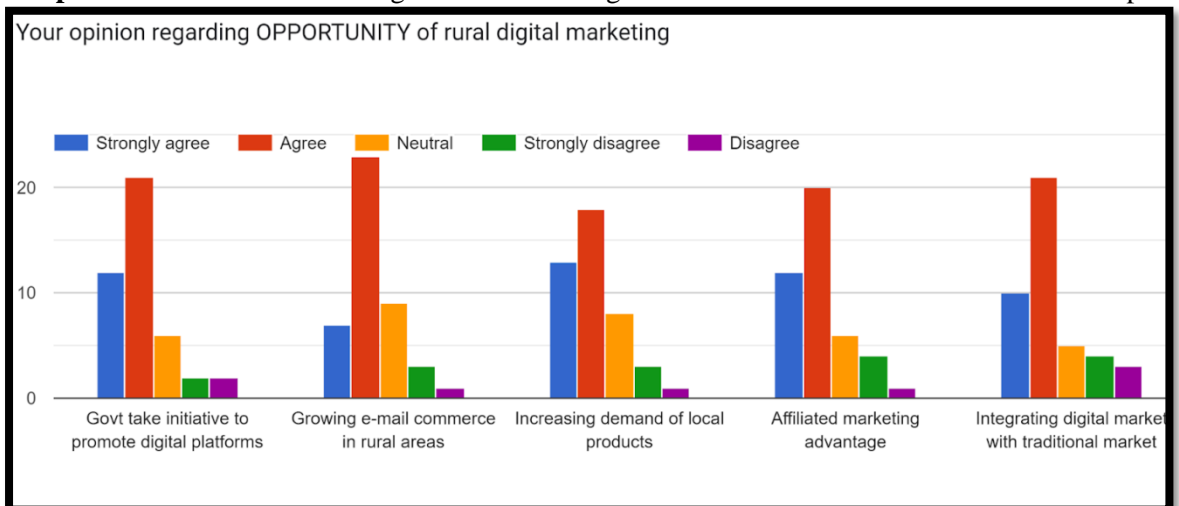
Graph 1.3 This graphic presentation shows the rural digital marketing **STRENGTHS** for companies.



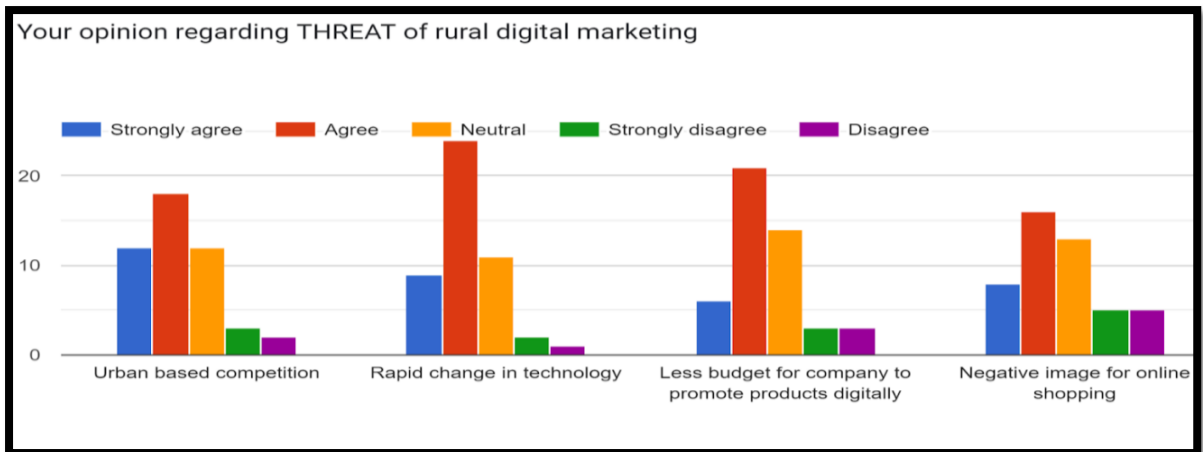
Graph 1.4 This graphic presentation shows the rural digital marketing **WEAKNESSES** for companies.



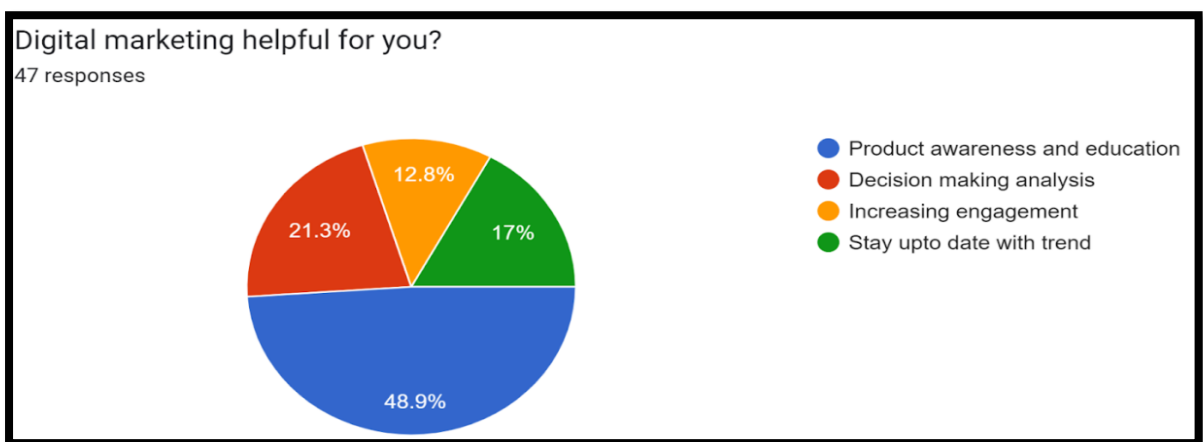
Graph 1.5 Rural digital marketing **OPPORTUNITIES** for companies.



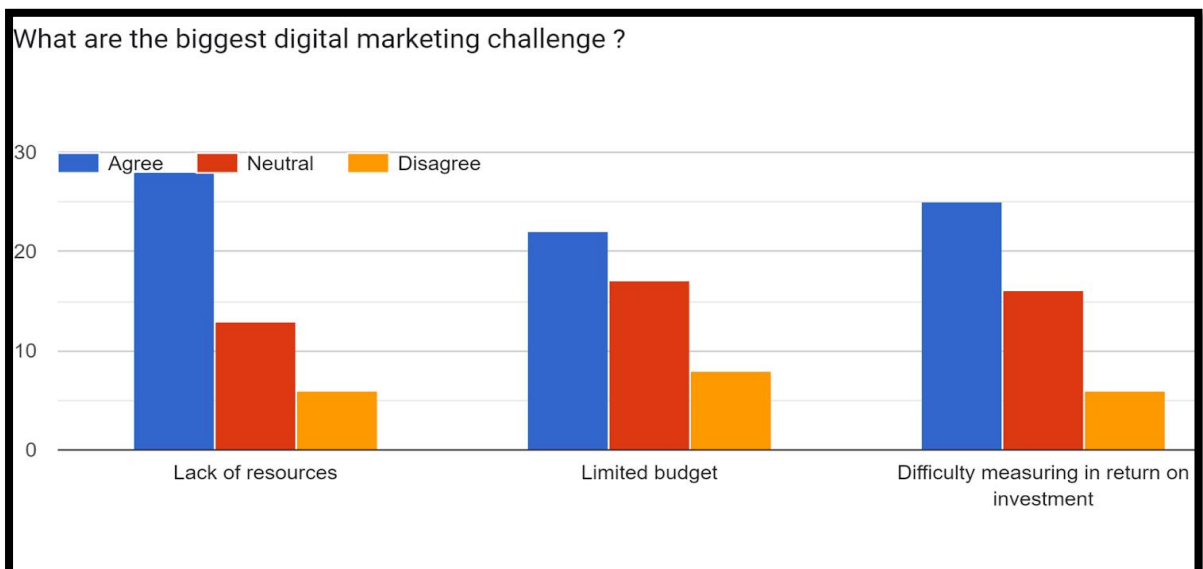
Graph 1.6 Rural digital marketing **THREATS** for companies.



Graph 1.7 Rural digital marketing is helpful for Respondents.

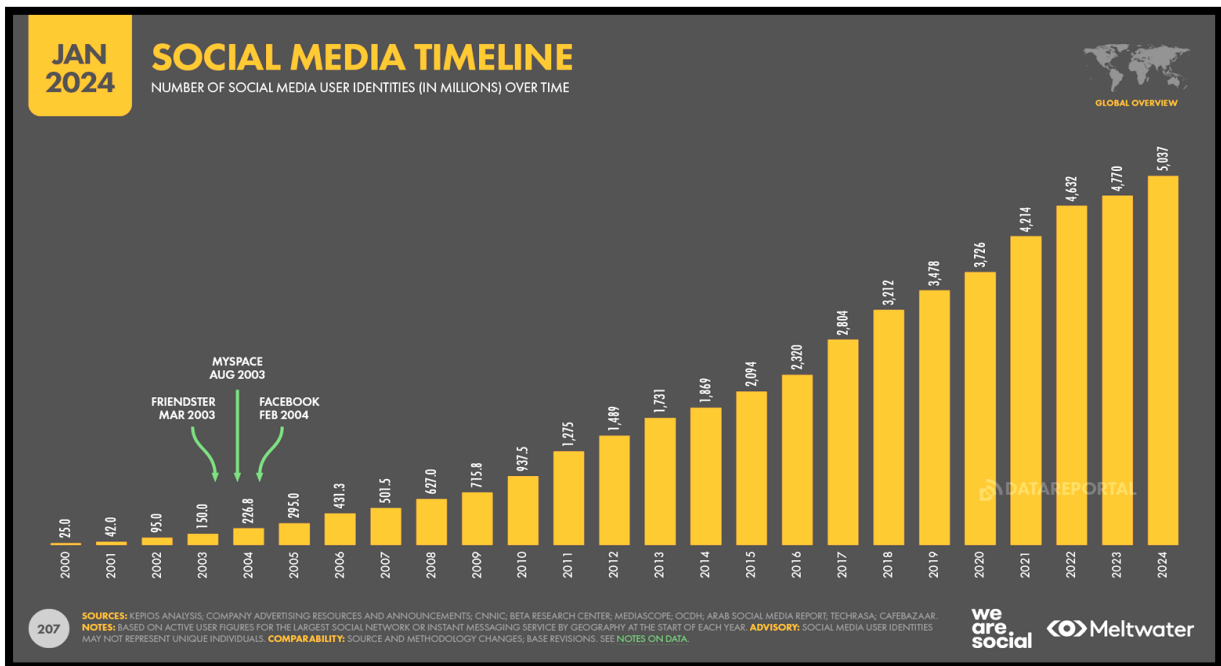


Graph 1.8 Digital Marketing challenges for companies.

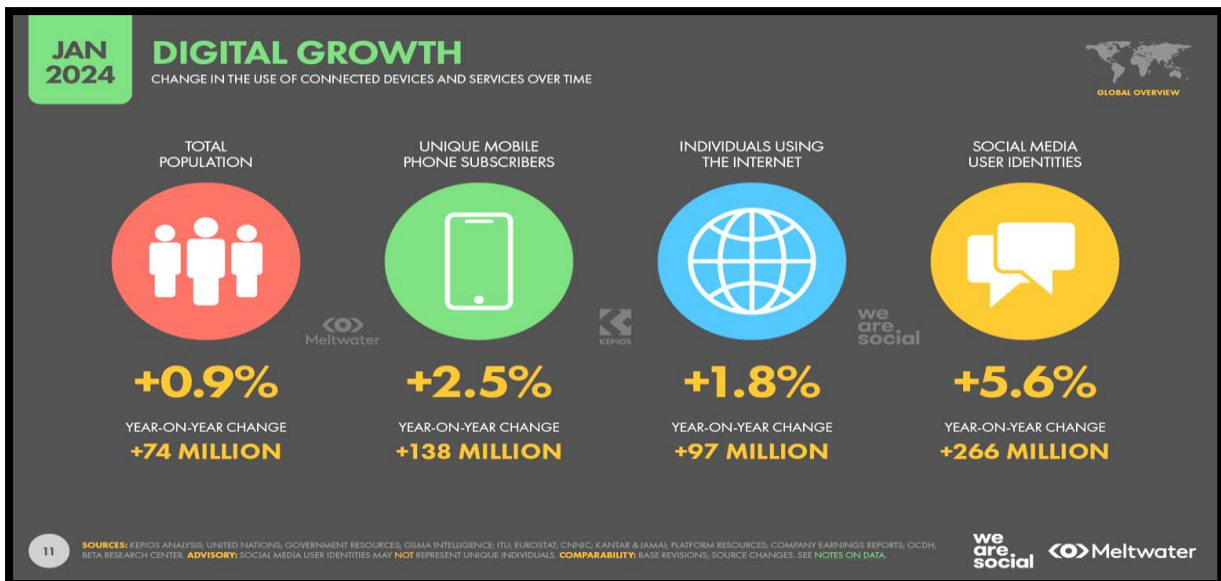


Current Marketing Strategy That Effective Way to Increasing the Rural Digital Marketing








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|--|---|
| <ol style="list-style-type: none"> 1. Rural marketing Plan, administration and optimization 2. Search engine optimization 3. Email marketing 4. Mobile marketing 5. Pay per click marketing 6. Subscription model 7. Email marketing 8. Mobile marketing | <ol style="list-style-type: none"> 9. Pay per click marketing 10. Subscription model 11. Online advertising 12. Viral marketing 13. Technology integration 14. AI and machine Use for behavior learning 15. Digital connectivity 16. Influencer marketing |
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Source: social media timeline report: digital 2024 global preview report



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Rank	Country	CHIPS (Economy) Score
1	 US	65.1
2	 China	62.3
3	 India	39.1
4	 UK	28.8
5	 Germany	23.8
6	 South Korea	21.9
7	 Australia	20.7

Source: IPCIDE Research

Finding:

1. Rural digital marketing effectively improved after the internet revolution and social media platform.
2. Due to need of digital marketing company focus on internet connectivity and different method of increasing revenue through rural digital marketing.
3. Rural digital marketing helpful to understand the behavior of consumer and Prospective buyer in villages.
4. Social media platform biggest icon for digital marketing.
5. SWOT analysis helpful to company which enabling the trading organization to evolve new marketing strategies.
6. Opportunities and strength attached to the given rural market reforms it will definitely cause good to Indian economy.
7. Market share increase in rural area through the digital Platform.

Conclusion:

Most of respondents has sensible the policy and term of rural digital marketing. People habitually are using social media to know about the company's description and details. The result shows that growing internet, frequently use of mobile phone, economic cost, local market are main advantages to the company. Poor internet, digital illiteracy, payment issue and limited reach of product etc. Main disadvantages to the companies. Continuously growing digital platform are the main threats to traditional market companies. Rapid change in technology, less budget for company and negative publicity of products are main drawback and threats to companies. India percentages of digital platform are continuously growing in the rural segment. Companies can create different strategy for rural digital marketing in point of view that helpful to rural Customer decision for selection of product and aware about product.

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