

An Examining the Impact of Social Media on Marketing in India's Rural Areas

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Abstract

Due to recent economic changes that have increased rural citizens' purchasing power, vendors now perceive an untapped market in the rural areas of the nation. There has recently been a significant increase in the number of internet users in rural areas as a result of the government's recent adoption of numerous programmes and programmes to promote digitalization in India at lower cost. Social media has grown in popularity and importance in recent years as a tool for social networking and content sharing. However, the content produced by these websites is still largely unexplored. This essay shows how to use social media materials to predict real-world outcomes. We use Twitter.com talks in particular to predict box office returns. We show that a simple model generated from the frequency of tweets on a given topic outperforms market-based predictors.

Keywords: Social media, Marketing, Rural area, India.

INTRODUCTION

Social media is in demand. Social media is popular these days. In addition, it provides businesses with marketing opportunities to bypass traditional middlemen and reach customers directly. That's why almost every company in the world, from global brands like Starbucks and IBM to small local ice cream parlours, is exploring social media for his marketing efforts. A year ago, businesses were worried about social media. Social media marketing is becoming a staple, and businesses are embracing it quickly. Social media is the next marketing trend, just as email and websites were the first trends to power businesses.

A designated commercial, industrial, or residential centre is not considered to be in a rural area, which is defined as a sparsely populated area outside of a city or municipality. In terms of elements like infrastructure, architecture, socioeconomics, and public administration, rural India differs greatly from urban areas. In terms of size of the population, population density, area, built-up ratio, etc., rural areas differ from urban areas. According to the Indian government, a rural area is one where the most recent census was conducted and the location fits the requirements.

- A population of less than 5000
- Density of population is less than 400 per square km and

- More than 25 percent of male working population is engaged in agriculture.

The term "marketing" has been defined in many different ways by experts. In fact, even at a corporate level, people may understand the phrase differently. Essentially, it is a management strategy that helps move goods and services from concept to consumer. This includes identifying products, determining demand, setting prices, and choosing distribution methods. It also includes the planning and execution of advertising and promotional campaigns.

"Any beneficiary belonging to the rural part in exchange of products and services come under the rural marketing," according to the definition of the term.

Role of social media in marketing

Political campaigns, defence programs, public policy, public relations, branding, and even corporate communications are increasingly intertwined with social media. Social marketing is essential to marketing because it serves as a tool to let customers know about your company's products, who they are and what you have to offer.

Social media can be used to provide information about companies, their offers and identities.

Social media helps you connect with people who might not otherwise know about the products and services your company offers or what they mean.

Social media helps customers see businesses as "real" entities. They must share their personality with them as well as the most recent product news if they want people to follow them.

Through social media, one can connect with colleagues who may be servicing the same target market.

Social media can be utilised to interact with customers and facilitate communication.

Relationship between Rural Marketing and Digital Marketing

India has a rural population that makes up more than 70% of the overall population. Since the majority of consumers in India live in rural areas, the rural market generates more income for the nation. Almost half of the nation's income is produced by the rural sector of the Indian

economy. As a result, opportunities for vendors to profit from and invest in rural marketing are expanding. A business can profitably produce maximum profit thanks to its large customers. Many companies are now starting to sell their products in rural areas. Rural marketing faces a variety of difficulties, though, including fragmented markets, inconsistent client behaviour, a choice of locally produced goods and vendors, and higher travel and transportation costs. By switching from traditional marketing to digital marketing, such challenges in conducting business and marketing in rural areas can be overcome.

Objective

- To determine whether the rural consumers are influenced by social media.
- To analyze the effectiveness of social media marketing in the brand awareness of rural consumers
- To examine the effectiveness of SMM in rural consumers through their purchase decision.

LITERATURE REVIEW

Indian rural marketing's difficulties and prospects were studied by Saroj Kumar Verma in 2013. The non-homogenous and dispersed nature of the market was one of the main issues noted in the study. Seasonal marketing, low income per capita, transportation, and warehousing were further difficulties. On the other hand, marketers view the large population and large client base in the rural segment as a chance to focus their efforts. Another finding of the survey shows that there is a sizable untapped market in this niche, according to the Rural Marketing Association of India (RMAI), which also underlines an increase in purchasing power.

R. Jangra, S. Kaushik, and P. (2020). Noted that with rising demand for quick weekend getaways, particularly among domestic markets, the popularity of tourist forms that include rural tourism represents a significant and significant portion of the entire tourism business. According to the author, small-scale tourism in rural areas where the local population actively participates in tourism development is known as rural community-based tourism. It is frequently viewed as a conscientious and sustainable method of travel.

Dogra &Manhas (2019) In a case study on how social media has affected inbound tourism The researcher claims that there is a pressing need to increase India's visibility on social media as a travel destination. He also claims that the majority of foreign visitors use social media to investigate Indian rural tourism and make travel plans.

In India and other emerging nations, rural marketing is expanding and difficult to comprehend. The author makes the suggestion to better understand the rural consumer and the product being marketed to them because rural markets lack ever-evolving, quick-moving trends, and what affects their purchasing decisions is brand knowledge and presence in a market. It is advised that any brand test and implement its product before introducing it to gain a better knowledge and gauge how the audience will react (Singh, 2017).

RESEARCH METHODOLOGY

A primary data survey was determined to be adequate to investigate the target. The questionnaire served as a research tool.

Research Design

This study empirically explores existing trends in social media marketing to consumers in terms of their impact on brand awareness, brand recommendations, and purchases.

Tools for data collection

After reviewing relevant literature on this topic, a structured questionnaire was developed. The questionnaire was administered on a 5-point Likert scale.

DATA ANALYSIS AND RESULT

Descriptive Analysis

Percentage analysis is a statistical measure used to describe the characteristics of a sample or population. Percentage analysis involves calculating measurements of selected variables from the survey, the results of which can be easily interpreted by the reader.

Table: 1. Demographic profile

		Percent
Gender	Male	73
	Female	27
Age Group	20- 29	57.0
	30-39	28.0
	40-49	15.0
Social media networks	Facebook	38.0
	Twitter	30.0
	YouTube	21.0
	Google+	11.0
Time spending	Below one hour	40.0
	One hour	30.0
	Above one hour	9.0
	Daliy	7.0
	Depends	14.0

Inferential Analysis

This section describes the differences between the two groups in the means of variables tested with Student's t-test. ANOVA is also used to test the hypotheses given in the work.

Table: 2. t test for significance difference between male and female with respect to the strategies of social media marketing.

Strategies of SMM	Gender				t value	P value
	Male	Female	Male	Female		
	Mean	SD	Mean	SD		
Brand Awareness	20.06	4.86	17.96	4.68	5.499	0.001**
Brand recommend	19.24	5.13	18.05	4.85	3.814	0.075
End purchase	17.31	5.21	15.89	3.79	3.896	0.063

The null hypothesis is rejected at the 1% level because the p-value is less than 0.01. The 'p' value for brand awareness in this case is (0.001), which means there is a large difference in brand awareness between men and women. This shows how much influence social media marketing has on building brand awareness. At the 5% level, the null hypothesis is rejected if the 'p' value is less than 0.05. Nevertheless, the null hypothesis is accepted for brand recommendation (0.075) and last purchase (0.063), and there is no effect of gender on these results. This result leads to the conclusion that social media marketing tactics are not very effective among local consumers. In this case, the null hypothesis is accepted and there are no discernible differences between male and female social media marketing practices.

Table: 2. t test for significance difference between families with respect to the strategies of social media marketing.

Strategies of SMM	Family				t value	P value
	Nuclear		Joint			
	Mean	SD	Mean	SD		
Brand Awareness	19.59	4.64	19.02	5.59	.890	.379
Brand recommend	18.63	5.05	19.41	5.14	- 1.21	.243
End purchase	17.06	6.38	16.15	5.93	1.000	.322

At the 5% level, the p-value is less than 0.05, so we reject the null hypothesis. In this case, where the "p" value for brand awareness is (0.379), the "p" value for brand endorsement is (0.243), and the "p" value for last purchase is (0.322), the null hypothesis is accepted. No family influence on social media marketing strategies.

Descriptive analysis and empirical research reveal that men in rural areas are more exposed to social media than women. This leads to the conclusion that social media marketing has less impact on women.

CONCLUSION

This post showed how to use social media to predict future outcomes. Using the conversation rate of over 3 million tweets from the popular website Twitter, we have specially developed a linear regression model to predict the box office of pre-release movies. Second, the results are more accurate than those of the Hollywood Stock Exchange, showing a direct correlation between interest in a particular topic (in this case, a movie being planned) and future ratings for that topic. showed that there is SM likes Facebook posts and doesn't just make irrelevant comments. For enterprise external applications such as sales and marketing, this makes a lot of sense. This work uses brand awareness, brand endorsements, and purchasing decisions to examine social media usage and rural populations using social media to achieve higher ROI from these factors. It provides a baseline analysis to assess its effectiveness in marketing to local people.

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