

# Impact of Digital Media Marketing Among the Rural Entrepreneurs in Theni District

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**Abstract -Now a days in the competition world powerful artillery is business activities. In our country economic development one of the part business. That business activities supported instruments of digital media. In our country backbone is Rural area. Because of our country is developing through the support of our village development. The digital media give a lots of opportunities to the entrepreneur. The existing marketing method was produce small level of profit at the same time this digital media marketing larger than compare with oldest method. In this paper study about the how to support the digital marketing to rural entrepreneur and Impact of Digital media marketing.**

**Key Words: Marketing, Digital Media Marketing, Rural Entrepreneur.**

## INTRODUCTION

In Ancient periods marketing begins with barter system it means exchange of one goods to another goods, next turn the performance of marketing activities is buying and selling. But now Marketing covers buying, selling, customer satisfaction, advertising, service activities etc. Because We are living in competition world. We are facing lots of problems in business activities. This problems are compensated by some of the solution. One of the problem solution is digital marketing. This is one of the biggest support for our business activities. Digital marketing is a smart work of business activities. It helps to easily connect with buyers and sellers and one more thing digital marketing is a one of the major role act in business activities. It reduce the waste of time spending, create the lots of awareness in our brand, analyse the customer needs and wants, increase the turnover and profits etc.

## REVIEW OF LITERATURE

In this regard, a review of some of the studies in the field of present study has been undertaken and

presented in the following section.

❖ Recent literature suggests that the “Rural entrepreneurs act as a key figure in economic progress of India. They play a vital role in converting the developing country into a developed nation. In today’s global market, a country’s economic policy environment must always be favorable for an organization to achieve efficiency. Economic policy of a country should also enable entrepreneurs to provide magical touch to an organization irrespective of public, private or joint sector in achieving innovativeness, speed, flexibility and also strong sense of self determination. “Rural entrepreneurship however is the best answer for removal of rural poverty in India” say B. Vinay Prasad & L. Naveena (2021) in their research paper of ‘A Study on Problems and Challenges of Rural Entrepreneurs in India’.

❖ Lawrence Mpele Lekhanya (2017) in his research paper concludes that It has been noticed that many rural enterprises are still not using modern technologies in promoting their businesses. Hence, the cost benefits and importance of digitalization of rural entrepreneurship must be clearly understood and be encouraged as this will be an important promotional tool for strengthening company brand. The concept of digitalization will improve and bring new changing trends in emerging markets including rural industries and scale up product development and product diversification, as well as promoting ideas through use of Face book, company emails, Company Tweets and Instagram. From this we could conclude that promoting the usage of digital marketing would enhance the growth of the business.

❖ Deepa (2021) in her research paper concludes that 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 digitalization of rural entrepreneurship is of extreme importance for the development and competitiveness of rural businesses. Digitalization is a highly effective growth strategy for businesses in emerging markets of the world.

❖ The theory of the potential for digitalization technology in rural entrepreneurship has highlighted the changes influencing entrepreneurial behavior. However, the existing theory is considered insufficient (Steininger et al., 2022).

❖ According to Steininger et al. (2022), there is no micro-economic data on the impact and policy measures in stimulating the creation and growth of digital entrepreneurship. Therefore, this gap necessitates studies on micro-economic fundamental data regarding digital entrepreneurship. Empirical studies have shown that rural digitalization has shaped various dynamic attitudes, behaviors, and abilities, though the opportunities for using digital technology are unchanged (Dewi et al., 2022).

❖ Rural entrepreneurship digitalization could alleviate extreme poverty and food insecurity for most small farmers worldwide (Sathya, 2019; Abeyasinghe & Malik, 2021; Soluk et al., 2021; Mushi et al., 2022). Studies have shown that rural digitalization technology could fill the void of new institutional theories and promote entrepreneurship and micro-enterprises in India (Soluk et al., 2021). However, this technology is not sustainable in most developing countries due to inequalities between large and small farmers (Mushi et al., 2022).

❖ Siti Masayu Rosliah Abdul Rashid<sup>1</sup>, Fatimah Hassan<sup>1</sup>, Norhafiza Md. Sharif<sup>1</sup>, Azimah Abd Rahman<sup>2</sup> and Mohd Amirul Mahamud<sup>2</sup> (2021) in their research paper concluded that communities need to play a proactive role to help the government manage the economy during the on-going crisis. Among the roles that need to be performed by society is to optimize the advantage of digital technology in order to diversify sources of income. For small traders, in particular, this crisis period is the best time to transform an existing business into a digital business. It is also the right time for every trader to seize the opportunity to highlight their potential in business

activities to maximize usage of the digital business platform and recognize its importance for the future survival of one's business.

❖ Ravinder Yadav (2020) examines the Articles of Impact of Digital Marketing on Indian Rural Marketing – A Study that proposed that Digital marketing in rural area is very immaculate zone and has lot of undiscovered potential but the techniques are yet being devised to explore this area. In long term, digital will help to increase the consumption in rural India and will also create employment opportunities; thereby increasing disposable income- this in turn will have positive effect on economic growth of the country.

❖ Huseyin Guven (2020) had discussed about the Industry 4.0 and Digital Marketing 4.0 impacts and stated that Today, the vast majority of the human population uses the internet and has a social media account. Aware of this, e-retail brands aim to carry their marketing activities in traditional ways to digital platforms and reach more consumers. E-retailing is known today as a form of branding and marketing with a very large market share. Conducting marketing activities in this digital market, where consumers are concentrated, is of great importance for a brand. Today, the consumer profile that visits the stores and places its shopping is replaced by the consumer profile, which purchases via social networks via virtual communication systems through its new communication systems. Consumers have the opportunity to access information whenever and wherever they want through digital channels. The consumer is not only what the brand says, but also has the opportunity to follow what the media and friends say about the brand. In addition, it is an important advantage that these channels make it possible to achieve measurable results.

## RESEARCH OBJECTIVES

The study mainly aims at studying the impact of Digital Media Marketing Among the Rural Entrepreneurs in Theni District. In addition to analyze the digital media benefits and safety measure activities are keenly observed.

The chief objective of this research is to understand and investigate into the following areas:

- To know about profile of the respondents.
- To find out the usage of Digital Media by Rural Entrepreneur.

•To analyse the impact of Digital Media Marketing.

•To offer the summary of findings and suggestions of the study.

Table No: 1 Profile of the Respondents

S.No	Gender	Frequency	Percentage
1.	Male	72	42.35
2.	Female	98	57.65
Total		170	100
S.No	Age	Frequency	Percentage
1.	25-30 years	72	42.35
2.	31-35 year	46	27.06
3.	36- 40 years	12	7.06
4.	41-45 years	18	10.59
5.	46-50 years	20	11.76
6.	Above 50 years	2	1.18
Total		170	100
S.No	Educational Qualification	Frequency	Percentage
1.	Illiterate	6	3.53
2.	UG	34	20.00
3.	PG	76	44.71
4.	Diploma	22	12.94
5.	Professional	32	18.82
Total		170	100
S.No	Nature of Family	Frequency	Percentage
1.	Nuclear family	76	44.71
2.	Joint family	94	55.29
Total		170	100
S.No	Turnover	Frequency	Percentage
1.	Below Rs.50,000	34	20.00
2.	Rs.50,001- Rs.2,00,000	76	44.71
3.	Rs. 2,00,001- Rs.5,00,000	42	24.71
4.	Above Rs.5,00,000	18	10.59
Total		170	100
S.No	Source of Digital Media Usage	Frequency	Percentage
1.	Friends	56	32.94
2.	Self & Family members	52	30.59
3.	Advertisement	12	7.06
4.	Agency	26	15.29
5.	Colleagues	18	10.59
6.	Relations	6	3.53
Total		170	100
S.No	Prefer the Marketing	Frequency	Percentage
1.	Social Media	40	23.53
2.	E - Mail Marketing	34	20.00
3.	SMS	40	23.53
4.	Mobile Marketing	40	23.53
5.	Video Ad	16	9.41
Total		170	100
S.No	Activate the Digital Media	Frequency	Percentage
1.	Computer	30	17.65
2.	Laptop	40	23.53
3.	Smartphone	72	42.35
4.	Tablet computer	28	16.47
Total		170	100
S.No	Update your status	Frequency	Percentage
1.	Daily	40	23.53
2.	Weekly	36	21.18

3.	Monthly	60	35.29
4.	Rarely	34	20.00
Total		170	100

Table No: 2 Chi Square Test

S.No	Nature of family	Nature of Family No. of the respondents			Total	Result
		High	Medium	Low		
1.	Nuclear family	10	60	6	76	Calculated Value 0.59 is less than the Table value. So, It's an accepted.
2.	Joint family	12	68	14	94	
Total		22	128	20	170	
S.No	Age	Number of Respondents			Total	Result
		High	Medium	Low		
1.	25- 30 years	2	56	14	72	Calculated Value 3.27 is less than the Table value. So, It's an accepted.
2.	31-35 years	2	40	4	46	
3.	36-40 years	0	8	4	12	
4.	41-45years	2	8	8	18	
5.	46-50 years	0	16	4	20	
6.	Above 50 years	0	2	0	2	
Total		6	130	34	170	

Table No: 3 ANNOVA TWO WAY CLASSIFICATON

Source of Variation	Sum of squares	Degree of freedom	Mean squares	Ratio of F	Result
Between columns (Reason for fake personal details)	68	3	22.67	1.17	The calculated value is less than the table value and we conclude that the reasons for fake personal details used in the social media do not significantly.
Between Rows (Residential area)	114.67	2	57.34	2.97	
Residual	116	6	19.33		
Total	298.67	11			

Table No 4 NEGATIVE IMPACT OF DIGITAL MEDIA LIKERT'S SCALE

S.NO	MOTIVATION	HS 5	S 4	N 3	D 2	HD 1	Total Points	Rank
1	Avoid unnecessary uploading	166 180	2 248	0 138	0 48	2 2	840	I
2	Creation of social Awareness	86 330	74 144	2 102	2 36	6 16	742	II
3	Imposition of restrictions by Government and cyber department	54 240	76 184	36 114	2 64	2 6	688	III
4	Improving parents children interaction	36 240	62 128	46 108	24 68	2 20	616	V
5	Placing of job portals	66 180	36 240	34 60	18 52	16 28	628	IV
6	Proper counselling for right usage	48 830	46 8	38 0	32 0	6 2	608	VI
7	Time restriction to use	48 430	32 296	36 6	34 4	20 6	564	VII
8	Don't connect any device while using internet	36 270	60 304	20 108	26 4	28 2	560	VIII

The above Table 4 shows that the problems faced by the Rural Entrepreneur. High Cost is the first drawbacks of limited usage of digital media, the second reason is Security and Privacy issues, the third reasons is difficulties of analyse the status, the fourth reason is Rapid Changes, the fifth reason is low build relationship with customer, the sixth reason is large competition, the seventh reason is lack of Training and eighth reason is limited reach.

Table No: 5 GARRETT RANKING TECHNIQUE - POSITIVE IMPACT OF DIGITAL MEDIA

RANK		I	II	III	IV	V	VI	VII	VIII	IX	X	XI	Total	Rank
	SCORE	82	71	65	59	54	50	45	40	35	28	17		
1)	F	2	4	16	20	2	8	24	20	28	22	24	170	XI
	FX	164	224	1040	1180	108	400	1080	800	980	616	408	7000	
2)	F	10	10	20	6	10	10	34	18	10	30	12	170	IX
	FX	820	710	1300	354	540	500	1530	720	350	840	204	7868	
3)	F	12	22	6	24	6	18	14	8	18	16	26	170	X
	FX	984	1562	390	1416	124	900	630	320	630	448	442	7846	
4)	F	36	12	16	6	16	16	12	20	10	2	24	170	III
	FX	2952	852	1040	354	864	800	540	800	350	56	408	9016	
5)	F	20	16	8	8	8	30	20	10	24	16	10	170	VI
	FX	1640	1136	520	472	432	1500	900	400	840	448	170	8458	
6)	F	30	10	22	14	24	10	14	14	4	18	10	170	I
	FX	2460	710	1430	824	1296	500	630	560	140	504	170	9224	
7)	F	14	14	16	10	22	18	4	20	20	10	22	170	VIII
	FX	1148	994	1040	590	1188	900	180	800	700	280	374	8194	
8)	F	10	22	16	24	18	12	22	14	10	14	8	170	IV
	FX	820	1562	1040	1416	972	600	990	560	350	392	136	8838	
9)	F	12	24	18	10	28	22	2	4	12	18	20	170	V
	FX	884	1704	1170	590	1512	1100	90	160	420	504	340	8474	
10)	F	6	14	14	16	20	24	12	28	20	10	6	170	VII
	FX	492	994	910	944	1080	1200	540	1120	700	280	102	8362	
11)	F	18	22	18	32	16	2	12	14	14	14	8	170	II
	FX	1476	1562	1170	1888	864	100	540	560	490	392	136	9178	

The above Table 5 shows that the most preference of the factors faced by the Rural Entrepreneur. Wide area coverage is the first reasons of the Digital media adoption, the second reason is an easily Compare to our Competitor, the third reasons is Effective Targeting, the fourth reason is Smart Work, the fifth reason is Easily Shortening, the sixth reason is Quick Response, the seventh reason is Raise the Profits, the eighth reason is Brand Awareness, the ninth reason is get the customer feedback, the tenth reason is Cost Effective, and the eleventh reason is improved our product quality.

#### SUGGESTIONS

- ❖ Give a proper training to the rural Entrepreneur.
- ❖ Digital media marketing cost sometimes raise, but its reduced some issues.
- ❖ Prepare the proper, True and neat content produced means give lots of benifit.
- ❖ Content produced in local language, because easily understand the customer
- ❖ Security issues reduced by proper legal constitution. Its helps to reduce in our entrepreneur fear.

#### CONCLUSION

Finally the Digital Media gives a lot of opportunities and some negative paths also in marketing field. In our business development helps to raise in our country

economic development. This business development one of the backbone is digital media, Since its more help to large customer coverage, increase the turnover, Brand coverage and most important customer coverage & satisfaction. Some of the drawbacks also arise in this system, but these all drawbacks are overcome by seemly methods. Rural Entrepreneurs jointly hands with Proper Digital Media method doing our business means, it gives more and more economic development and large employment opportunities gives to rural area people. Digital Media Marketing is an one of the growth strategy of Business activities.

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