

"A study on usage of digital marketing as a tool for rural development in ramanagara district"

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ABSTRACT:

In the current year, vendors see an unexploited budding within the agricultural as a part of the country due to the economic shift which successively lead to rise within the purchasing power of rural civic. Specifically, Agriculture sector is facing new and severe challenges in its claim. With rising food prices that have pushed over 40 million people into poverty since 2010, more practical interventions are essential in agriculture. The growing global population, expected to hit 9 billion by 2050, has heightened the demand for food and placed pressure on already-fragile resources. Access, efficiency and affordability of agricultural information still be a significant impediment for raising agricultural productivity among smallholders within the developing regions. It's during this arena that Digital marketing can play an awfully crucial role by disseminating information to farmers to assist them make better well-informed decisions. It's within the context of globalizing agriculture where the necessity for information becomes most vivid. The five main trends that are the key drivers for the utilization of digital marketing tools in agriculture, particularly for poor producers: low-cost and pervasive connectivity, adaptable and cheaper tools, advances in data storage and exchange, innovative business models and partnerships and also the democratization of knowledge, including the open access movement and social media. The aim of this paper is to explain the current scenario of digital market in rural areas (Ramanagara district) and explores the challenges and opportunities in businesses. Furthermore, on trace out products or companies using digital media to expand their companies base to the less emerge segment consumers

KEYWORDS: Agriculture, Digital marketing, Food production & Companies.

INTRODUCTION:

This is a digital era, and no-one can deny the actual fact that, there are immense possibilities in digital marketing. Digital marketing has contributed lots in changing the world. If we discuss shopping, technology has changed the entire essence of shopping. From offline shopping, shops have marked their presence on a virtual domain further. Thus, digital shift is noticeable.

Agriculture is facing new and severe challenges in its title. With rising food prices that have pushed over 40 million people into poverty since 2010, simpler interventions are essential in agriculture (Anonymous, 2011a). The growing global population, expected to hit 9 billion by 2050, has heightened the demand for food and placed pressure on already-fragile resources. Feeding that population would require a 70 percent increase in food production (Anonymous, 2009). Agriculture faces a spread of recent and heavy challenges, particularly in developing countries exposed to cost shocks, climate change, and continued deficiencies in infrastructure in rural areas.

Climate change has also played an acute role by making prediction of natural events very uncertain. Farmers cannot depend on timeworn coping strategies when all of their familiar benchmarks for creating agricultural decisions—the timing of rains for planting and pasture, the probability of frost, the duration of dry intervals that spare crops from disease—are increasingly less reliable. Severe and unexpected weather is shrinking already-limited yields and promoting migration from rural areas and rural jobs. To overcome of these difficulties faced by the farmers, the digital market has been introduced even within the rural areas.

The Definition of digital marketing
According to the American Marketing Association (AMA) is an activity, institution, and process facilitated by digital technology in creating, communicating, and conveying values to consumers and other interested parties (Kannan et al., 2017). Digital marketing is additionally defined as marketing activities that use internet-based media (Wardhana, 2015). Digital Marketing has changed the way humans communicate, act and make decisions. Marketing activities are not free from the influence of digital technology.

The term digital-based marketing (digital marketing) has evolved from initially marketing activities of products and services using digital channels to a broader understanding of the method of gaining consumers, building consumer preferences, promoting brands, maintaining consumers, and increasing sales. The concept of digital marketing comes from the net and search engines (search engines) on the location. When the employment of the net exploded in 2001, the market was dominated by Google and Yahoo as computer programmed optimization (SEO). This is how the digital marketing tools got explored.

REVIEW OF LITERATURE:

Traditionally, farmers in developing regions have obtained such information from personal visits, radio and to a lesser extent, landlines and newspapers. Mobile phones, against this, can reduce costs of obtaining this information as compared with other information mechanisms. Mobile phones are significantly more cost-effective than the equivalent per-search opportunity and transport costs or

obtaining the identical information from a newspaper (Aker, 2010). **Edward J. Malachi (2003)** worked on the potential and pitfalls of digital development in rural areas. Clearly there are potential benefits of the digitalization within the country which increase the efficiency of the work, but it also has downfalls, as an example, it would be the explanation for shortage of human capital. As there is increasing technology, good gentle wishes are click aloof from people, which has reduced the human interaction. Internet and mobile became integral parts of our life, whether just in case of telecommunication, entertainment or marketing. There is increasing in the digital economy also.

Anonymous (2011b) reported five main trends that are the key drivers for the utilization of digital marketing tools in agriculture, particularly for poor producers: low-cost and pervasive connectivity, adaptable and cheaper tools, advances in data storage and exchange, innovative business models and partnerships and also the democratization of knowledge, including the open access movement and social media. These drivers are expected to continue shaping the prospects for using digital tools effectively in developing country agriculture.

Labonne and Chase (2009) reported that, purchase of mobile phones in Philippines increased the expansion rates of the incomes within the range of 11-17 per cent significantly as evident from the planet Bank study. this is often thanks to the stronger bargaining position of the farmers within the existing trade relationships additionally to having the ability to hunt bent on other markets. Another study found that purchase of mobile phones in Morocco increased the common incomes by 21 per cent (Ilahiane, 2007).

Aker (2008) found that cell phones reduced the grain price dispersion across markets by a minimum of 6.4 per cent and reduced intra-annual price variation by 12 per cent. Cell phones have a greater impact on price dispersion for market pairs that are farther away and for those with lower road quality.

Climate Change Adaptation and ICT Project (CHAI) was created as an answer for the problems faced by the Ugandan farmers. A study involving 640 households showed that the dissemination of timely and locally relevant adaptation information reduced crop loss and damage by 67 per cent (USD 474 - 573 per household per year) (Enabling Farmers to Adapt to Climate Change: Uganda, 2014).

Casaburi et al. (2014) reported that sending SMS messages with agricultural advice to smallholder farmers increased yields by 11.5 per cent relative to a sway group with no messages. Enabling farmers to report input provision delays to the corporate reduces the proportion of delays in fertilizer delivery by 21.6 per cent.

Aker and Mbiti (2010) reported a discount of search costs by 50 per cent in rural Niger, when the agricultural price information was disseminated through mobile phones. Svensson and Yanagizawa (2009) reported that dissemination of price information in Uganda resulted in an exceedingly 15 per cent rise within the farm-gate prices of maize.

De Silva and Ratnadiwakara (2008) have stated the likelihood of dramatic reductions of transaction costs with the utilization of ICT. This was because of the reduction in information search costs to enable greater farmer participation in commercial agriculture as critical farming that still force such a large number of farmers in developing countries in to poverty.

Tettey (2013) examined the usage of the movable within the business of farmers within Akuapem-North District within the Eastern region of Ghana with a sample of 100 farmers. It had been found that the utilization of the portable has improved customer relation, enhanced communication with suppliers, extension officers and customers, and it's also increased farmer's profit. The study proved challenges like inability to possess access to calling cards regularly, fluctuation in network receptions and constant energy to charge their mobile for rural agriculturalists

RESEARCH METHODOLOGY:

The study attempts to elucidate the usage of digital marketing in Ramanagara district. It includes both quantitative and analysis for the aim of this study. For this purpose, secondary data was collected, from various sources like newspapers, websites, journals, books, magazines, government reports and other public sources are the most bases of several data and knowledge included during this research paper.

OBJECTIVES OF THE STUDY:

The main objective of this review paper is:

- To study and understand the digital marketing tools which will be utilized by the farmers.
- To understand the numerous channels of digital marketing in Ramanagara district.
- To evaluate the challenges in unique way to attain the customer expectations in Ramanagara.
- To access digital marketing efficiently and effectively by the customer to succeed in agriculture.

STATEMENT OF THE PROBLEM:

Digital marketing can help to beat the assorted bottlenecks present in Agriculture. Firstly, there's an absence of extension facilities available. Secondly, issue of illiteracy amongst farmers. Thirdly, capability of farmers to compete with large farmers is restricted. Fourthly, the gap existing between the fashionable and traditional technologies is widening. Lastly, farmers are disconnected with the most recent information available.

SCOPE OF THE STUDY:

Information needs of the farmers:

A national survey of farmers by NSS has found that only 40 per cent of the farmers' households accessed (Table No. 1) information about modern agricultural techniques and inputs. The foremost popular information source of those households for accessing information was 'other progressive farmers', followed by 'input dealers' (Mittal and Tripathi, 2009).

Table 1: Sources of agricultural information employed by farmers

Source	Percent of households
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Other progressive farmers	16.7
Input dealers	13.1
Radio	13.0
Television	9.3
Newspaper	7.0
Extension worker	5.7

Mittal and Tripathi (2009) reported that the broad categories of knowledge required were common to any or all of them, no matter their location and crops. These information categories were: know-how which provides a farmer with such fundamental information as what to plant and which seed varieties to use; contextual information like weather, best practice for cultivation within the locality; and market information like prices, demand indicators, and logistical information. It absolutely was found that tiny farmers prioritized information on weather, plant protection, seed variety and market prices as most vital. In province and Rajasthan, near 90 per cent of farmers reported information on seed as their highest priority, while over 70 per cent cited market prices because the most significant category. Although farmers were also curious about other categories of data, like best cultivation practices, crop choice, etc., only a little sample prioritized them (Mittal and Tripathi, 2009).

Mobile phones and Agricultural Development

In most developing countries, agriculture is that the main source of the population's income. Lack of access to relevant information results in low yields, famers stress and low income. Nowadays, digital marketing tools have the potential to remodel agriculture in rural areas. Smartphones and its applications have included great innovations. The applications are developed to assist farmers reduce stress; acquire relevant information on good agriculture practices, weather, quality input, markets tendency, etc. Through social media, websites and other applications, farmers can improve their skills, share experiences and even sale their products online using their smartphones. Smartphones and their applications are innovations bringing good solution for agriculture development so as to assist farmers to possess access to relevant information. It participates within the amelioration of agriculture extension work and advisory services.

The itinerant had generated positive economic benefits, the character of that impact is categorized in three ways:

- Easy access to personalized content,
- (ii) mobility, and
- (iii) time-saving or convenience.

Table 2: Various Roles for Mobiles in Agriculture

Goal	Method
Education and awareness	Information provided via mobile phones to farmers and extension agents about good

	practices, improved crop varieties and pest or disease management.
Commodity prices and market information	Prices in regional markets to inform decision making throughout the entire agricultural process.
Data collection	Applications that collect data from large geographic regions
Pest and disease outbreak	Send and receive data on outbreaks.

DATA INTERPRETATION:

A structured questionnaire designed specifically for capturing the required data has been used in this study. All the data has been collected by creating the google form through online. The said questionnaire has been desired in a such a way that the variables identified in the literature review have been considered and incorporated. For the analysis purpose, only percentage analysis has been applied.

TABLE -01

The below table showing the Qualification of the Farmer's.

Sl.no	Participants	Frequency	Percentage
1	School dropout	25	12.5
2	10th	28	14
3	PUC	72	36
4	UG	50	25
5	PG	25	12.5
	Total	200	100

Interpretation: From the above sector diagram, out of 200 respondents, 72 respondents that is 36 percent (is the highest) have PUC as qualification. To research further we represent above data graphically. this can be as follows,

Table - 02

Sources of awareness of various brand

Sources of awareness	FREQUENCY	PERCENT
Print ads	22	11
Television commercials	53	26.5
In-store promotion	37	18.5
Outdoor media	18	9
Indoor media	70	35
total	200	100

Interpretation:

From table no. 02, it is observed that when respondents were asked about which source do, they refer the foremost to induce awareness of assorted brands; i. 11% have chosen print ads, ii. 26.5% respondents have chosen Television commercial, iii. 18.5% have chosen In-store promotion, iv. Only 9% have chosen Outdoor media, v. 35 % respondents have chosen Online media, which is that the higher of all.

It means consumers do refer various mediums to induce awareness but highest preference is being given to online media. Online media incorporates blogs, online PR, Window displays, banner ads etc. And consumers today are more exposed to those kinds of online advertising as compared to advertising through other mediums.

To analyze further we represent above data graphically. this is often as follows,

Table -03

Details for information and time spend to take purchase of any commodity

	Do not require much information to take purchase decision		Do not prefer to spend much of my time in purchase of any commodity	
	FREQUENCY	PERCENT	FREQUENCY	PERCENT
Strongly disagree	33	16.5	27	13.5
Disagree	80	40	38	19
No opinion	36	18	34	17
Agree	28	14	68	34
Strong agree	23	11.5	33	16.5
Total	200	100	200	100

Interpretation:

From table no. 03, it is observed that when respondents were first asked whether or not they require much information to require purchase decision; secondly whether or not they spend much time for purchasing any commodity; i. 16.5% respondents shown strong disagreement to the primary question and 13.5% to second question, ii. 40% respondents were disagreeing to the primary question and 19% to second question, iii. 18% were neutral for first question and 17% to second question, iv. 14% respondents were agreed to first question and 34% were to second question, whereas, v. 11.5% respondents have shown strong agreement to first question and 16.5% to second question.

Thus, majority of consumers require more information to require purchase decision but they are

doing not prefer to spend much of their time for purchasing any commodity. It reveals that buyers do require many information to require purchase decision. This information may increase their knowledge and assurance on brands' attributes & benefits consumers are likely to realize which will eliminate their confusion in choosing any brand. Once they obtain the specified information on various brands, they take less time within the purchase of any commodity.

The sample data respondent's descriptive statistics parameter scores are calculated and tabulated below.

Table -04

Below table shows the Occupation of the respondents.

S.No.	Participants	Percentage	Frequency
1	Agriculture	38	76
2	Salaried persons	21	42
3	Business man	23	46
4	Allied services	18	36
	Total	200	100

Interpretation:

From the above bar graph, it is clear that out of 200 respondents, 23 respondents that is 33% are having salaried persons (as the highest). To analyze further we represent above data graphically. This is as follows.

Table -05

Knowledge about the use of internet

Code	Response	Frequency	Percent
1	Not knowledgeable about	14	7
2	Somewhat knowledgeable about	28	14
3	Knowledgeable about	67	33.5
4	Very well knowledgeable about	91	45.5
	Total	200	100

Interpretation:

From table no. 05, it is observed that when respondents were asked about their convergence with

internet; 7% were not intimate internet. 14% were somewhat intimate with internet. 33.5% were intimate with internet. 45.5% were okay knowledgeable internet.

It means major percentage of respondents i.e., extremely well intimate internet. they're well convergent with various usage, functions and benefits being offered by internet. While out of 200 respondents, only few i.e., 7% don't seem to be intimate with internet. So, it reveals that there's high degree of literacy for internet usage.

To analyze further we represent above data graphically. this can be as follows

Table –06
Frequency of being online

Code	Response	Frequency	Percent
1	Very low	16	8
2	Low	25	12.5
3	Moderate	44	22
4	High	60	30
5	Very high	55	27.5
	Total	200	100

Interpretation:

From table no. 06, it is observed that when respondents were asked about their frequency of being online, i.e., 8% chosen very low frequency, ii. 12.5% chosen low frequency, iii. 22% chosen moderate frequency, iv. 30% chosen high frequency, v. 27.5% chosen very high frequency.

It means majority of respondents i.e., 30% use internet with high frequency followed by 27.5 % respondents with very high frequency of using internet. So, due to its attribute of making life easier by allowing the users to have instant access with every informational, educational, interactive & entertaining material; Internet is heavily used medium today. To analyze further we represent above data graphically. This is as follows.

Table –07
Benefits of Digital marketing over traditional marketing.

	Frequency	Percent
Wide range of information	48	24
Easy of shopping	46	23
Time saving	31	15.5
Low cost	24	12
Interactive medium	51	25.5
Total	200	100

Interpretation:

From table no. 07, it is observed that i. 24% of respondents find Digital marketing advantageous because it offers wide range of data about the brand, ii. 23% of respondents find Digital marketing advantageous because it offers easy shopping, iii. 15.5% of respondents find Digital marketing advantageous because it saves consumer's time, iv. 12% of respondents find Digital marketing advantageous because it involves low cost in purchase v. 25.5% of respondents find Digital marketing advantageous because it is an interactive medium.

Table -08

Purpose of using the Digital tools

	Frequency	percent
Communication	18	9
Browsing	31	15.5
Social media	62	31
Online shopping	56	28
Entertainment	33	16.5
Total	200	100

Interpretation:

Regarding the purpose of using the digital tools, out of 200 respondents, 62 respondents that is 31 % use for accessing social media is the highest and 9% is used for entertainment purposes marks as the lowest. To research further we represent above data graphically. This can be as follows

Table -09

Loopholes in Digital marketing over traditional marketing tools

	Frequency	Percent
More susceptible	33	16.5
More scope for fraudulent activities	52	26
Lack demonstration	40	20
Privacy issue	42	21
Often interrupting	33	16.5
Total	200	100

Interpretation:

From table no. 09, it is observed that i. 16.5 you look after respondents find Digital marketing is not safe because it is more susceptible. ii. 26% of respondents find online marketing is not safe as there's more scope of fraudulent activities. iii. 20% of respondents find online marketing isn't safe because it

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lacks demonstrations. iv. 21% of respondents find online marketing isn't safe because it may lead to some serious privacy issues. v. 16.5% of respondents find online marketing is not safe because it is commonly interrupting.

It means majority of respondents feel that Digital marketing is not safe as there is more scope of fraudulent activities followed by privacy issues. These may include cheating customers by offering them faulty items, giving wrong demonstrations, taking guidance like bank details, Mastercard details and misusing the identical. to research further we represent above data graphically. this can be as follows.

RECOMMENDATIONS:

- Use of mobile application is extremely limited among the farmers. This has to be analyzed and promoted extensively amongst the farmers. e-literacy schools have to be established for this purpose.
- The number of messages sent is incredibly limited, particularly given the value factor. So, steps have to be taken to extend the number of messages sent.
- Alternative modes of communication must be established in places where power and internet connectivity seem to be barriers.
- There must be dynamism within the way, package of practices is employed for information dissemination
- Periodical studies have to be undertaken to gauge the digital marketing initiatives undertaken for further expansion
- Given the potential of youth in utilization of digital tools, proper training amongst them is going to be an excellent boost for agriculture development.
- Development of infrastructure is crucial for the widespread dissemination of digital trending app benefits.
- These digital marketing initiatives are meeting the chosen portions of the population and that they should be popularized to fulfill the massive sections of the community

CONCLUSION:

The conclusion obtained from this study is that, in general, it will be concluded that the perception of ease and usefulness of digital marketing will affect the idea within the use of digital marketing and can affect the attitude and actual use. For the subsequent research, another method for analysis may be used as a comparison within the process of acceptance analysis of technology, and might be developed to investigate the results of the achievement of the employment of digital marketing, tools will be made as an analysis of acceptance of latest technologies.

Digital marketing in region is incredibly immaculate zone and encompasses a lot of undiscovered

potential but the techniques are yet being devised to explore during this area. within the future, digital will help to increase the consumption in rural India and may also create employment opportunities, thereby increasing disposable income- this successively will have positive effect on process of the country. the increase in technological diversification also increases the exposure to the people, and it unveils the possibility of social networking, online courses, ticket booking system and various rather more. Up yet rural market in product driven isn't the service driven, with the knowledge of product available beforehand to the consumers let the company predict behavior of actual product before launching it which helps in planning for the outcomes. Being the time efficient, largely impacted and easily availability, there are certain benefits of digital marketing.

Digital marketing helps consumer attach with product, create its own requirement. Communicate, collaborate with brand. Discipline to data privacy by the network and social media platform is sensitive who maintain for enabling extensive and mass usage of digital marketing. Although digital platform has some threats to security and privacy, it's the trend in current society and is accepted worldwide because the most important market place for all brands. Rural market - one side still a replacement marketplace for several producers has potential opportunity for several entrants. On other side marketers are ready for implementing digital marketing tools in rural markets. Present, study reveals such opportunities for the marketers to grab untapped potentiality in rural market.

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