**A Systematic Literature Review of Trends**

**in Digital Marketing Research for Rural areas of India**

**1Dr. Shweta Goel 2Hemant Kumar**

1Assistant Professor, 2Ph.D Scholar

1Department of Commerce, Magadh University, Bodh Gaya, India

2Department of Management, Magadh University, Bodh Gaya, India

**Abstract**

The importance of technology has become less and less paramount in today's environment. Therefore, the theme of digitization is a transformative force in our time, changing our daily lives and drastically transforming the ways in which we interact, work, and see the world. The purpose of the report is to provide a bibliometric analysis of India’s rural areas digital marketing research. A number of studies were established and categorized based on inclusion and exclusion standards. Only the publications that included research on digital marketing in requests such as “Rural areas” were named. A literature evaluation based on documents extracted from the Web of Science database was carried out using this hunt technique. Twelve papers were estimated as a result. Despite punctuating quite a range of impacts, the anatomized articles

**Keywords:** digital, digital marketing, systematic literature review, research, Rural, India.

**Introduction**

Currently, technology is getting more and more important in the globe. thus, the theme of digitization is a revolutionary force in our time, changing our everyday lives and radically transubstantiating the ways in which we connect, work, and view the world. As a result, the conception of digital marketing has come an essential tool that's deeply hardwired in contemporary business tactics.

With the advent of the Internet and the World Wide Web platform in the context of the information society in the early years of the twentieth century, digital marketing emerged as a rapidly growing field. As a result, companies needed to adapt how they interacted with customers in order to market goods and services. Over time, digital marketing has changed from being a simple way to sell a product or service to customers via a company's website to using cutting-edge digital technologies, such as chatbots, digital media, digital data, and digital bias and platforms (like Facebook, Instagram, Google, YouTube, and Internet of Effects), digital media, digital media, and dispatch marketing, among others.

The content of digital marketing has endured nippy global expansion, with rural areas of india being no exception, particularly in recent times. The important part of digital marketing in the frugality is demonstrated by the fact that, in 2024, expenditures in this field, encyclopedically, reached the peak. Although there's no internationally honored description, digital marketing is considered “ the marketing of products or services using digital technologies, substantially on the Internet, but also including mobile phones, display advertising, and any other digital medium ”( Desai, 2019). Digital marketing is told by colorful factors similar as cult, platforms, technologies used, quality content, inputs and expenditures, and relations( Balaji, 2021). The most common digital marketing channels are the following Hunt Machine Optimization( SEO), Social Media Marketing, Content Marketing, Affiliate Marketing, Native Advertising, Marketing robotization, Pay- Per- Click( PPC), Dispatch Marketing, Inbound Marketing, and Online PR( Alexander, 2022).

Against this background, this paper seeks to identify and present the trends in digital marketing exploration in rural areas of india. To achieve the points of the paper, the authors employed a methodical literature review. Indeed though completing a methodical literature review isn't commodity new in academic exploration, the novelty lies in its thematic focus trends in digital marketing exploration in rural areas of India. Although the anatomized papers punctuate relatively varied reasons, the content should take into account arising technologies, prospects, and comprehensions of the guests. This paper is structured as follows. The coming section presents the methodology, followed by the “ Results and conversations ” section. The paper ends with conclusions, along with their limitations and exploration perspectives.

**Literature review**

Ravindra, D. (2020) states that As infrastructure improved, communities became more connected to cities. Mobile and, to some extent, internet brought villages closer to metropolitan populations, and as a result, rural India got more conversant with urban lifestyles. This inspired rural residents to enhance their wealth and better their lives. A number of telecom companies have attempted to penetrate the rural market in a variety of methods. There is no doubt that the rural market presents prospects and a strong appeal to service providers. However, it is not as easy as it appears on the surface. This rural marketing provides a variety of obstacles, and, consequently, the service suppliers must work hard to address these challenges tactfully.

Ranjan, K.R. (2023) elaborates that despite being the world's largest economy with the fastest growth rate, India is frequently viewed as a country of villages.In India, 50% of the population still lives in 6.5 lakh villages and is mostly dependent on agriculture (Shireesh Diveeker 2017). Villages and cities grew closer as infrastructure improved. Mobile technology, and to a lesser extent, the internet, helped rural India adapt to urban living. This inspired rural folks to improve their lives and fortunes. Many telecom providers have attempted to dominate the rural sector in a variety of methods. Rural markets clearly hold potential and are enticing to service providers.

Ranjan, K.R. (2022) says that Online shopping is a growing trend in the field of e-business. Advances in network access and smart mobile phones have expanded the potential results of online buying among buyers. Customers can easily shop using many web-based shopping applications, such as Myntra, Amazon, Flipkart, and so on. The advancement of technology provides excellent opportunities for retailers to approach customers with a variety of offers that entice them to shop online. The hypothesis of planned behavior is relevant in this exam paper for comprehending internet-based customer behavior. This research report aims to focus on online buying behavior and satisfaction levels among Patna residents.

Sugashini, S. (2022) Online purchasing is a new technique in the marketing system. International electronic marketing is a huge epoch-defining revolution. It is used for computer, mobile phone, and tap-based shopping in India. The primary goals of this study work are to discover the elements that influence online shoppers' purchasing decisions and to identify the most favorable online sites in Nagercoil city. Online shopping offers consumers more options than traditional brick-and-mortar retail businesses. Online shopping is defined as shopping while online or on the internet. Nowadays, many customers use the internet because it offers numerous benefits to them. Online shopping offers flexibility, measurability, and cost. Furthermore, online shopping is dependent on the customer's mindset and purchasing habits.

Ranjan, K.R. (2023) expects that E-commerce estimates predict a significant increase in the number of firms in our country. In recent years, Indian e-commerce has grown dramatically, thanks to an increasing number of internet users on mobile phones. Because of widespread internet use and smart electronic gadgets, India's e-commerce business is rapidly increasing. Because the majority of individuals are unaware of internet fraud and corruption when making transactions, darkness reigns. This is by far the most difficult challenge the Indian e-commerce business is currently facing. Even financial transactions can be conducted swiftly and efficiently with e-commerce from anywhere in the world. Future generations will feel more at ease shopping completely online.

Dewangan & Pandey ( 2021) gives the introduction of initiatives by major telecom operators, such as lowering the cost of data packs, has resulted in a large increase in the number of internet users in rural communities. In addition, the introduction of low-cost smartphones has helped the cause. This hitherto untapped potential in rural markets can now be targeted digitally. This paper focuses on what digital marketing media can be employed, as well as which types of products can leverage these digital mediums to reach out to a previously untapped consumer demographic. Digital marketing in rural areas is relatively unexplored and has many untapped potentials, however approaches for exploring this field are still being developed.

Aithal & Mukhopadhyay (2002) For the majority of goods and services, including telecom, rural markets represent a significant and expanding market. The market is challenging to enter because of its low and dispersed population as well as its low purchasing power. We can create effective marketing strategies to address the challenges of selling telecom services in rural areas by utilizing the Bottom of the Pyramid marketing methods and the 4 A's model (Availability, Affordability, Acceptability, and Awareness). We can also find some guidelines for addressing the issue from successful situations like the Grameen Phone in Bangladesh and Smart Communications Inc. in the Philippines.

Aithal, R.K. (2012) to comprehend how the length of channels in rural areas of India is affected by the external environment and the purchase preferences of rural retailers. Design, procedure, and strategy The technique comprised surveying more than 686 rural retailers in 103 rural Indian villages in order to determine the distribution networks' structure. Results Channel length varies in regions dependent on variation in the external environment, as demonstrated by the correlation analysis and ANOVA test. Village shopkeeper who has distinct tastes in purchases also affects the channel of distribution. Research constraints and implications The evolution of distribution networks is not taken into consideration, and the study only looks at two product categories. Consequences for practice The report offers guidance to marketers who want to penetrate rural markets.

Aithal, R.K. (2008) states that the majority of Indians—about 72%—live in rural areas. Of the 6.36 lakh villages in the country, just 13% have a population of more than 2000. According to NCAER 2002, there are 27.4 million middle class homes in rural areas, which is extremely similar to the 29.5 million middle class households in urban areas. The rural economy also accounts for about half of the nation's GDP, which is mostly driven by agriculture and dependent on the monsoon. Rural areas account for over 50% of sales for FMCG and durable goods industries. According to a 2007 McKinsey report on India's growing consumer market, the rural Indian market would surpass the combined consumer markets of nations like South Korea and Canada in 20 years.

Rana, G.S. (2013) explains India, home to 121 million people, is a multilingual, multicultural nation with a multilayered society. Approximately two thirds of Indians still reside in rural regions, according to a World Bank survey. Over the past ten years, the manufacturing sector has taken the lead in the fast transformation of the rural economy. Approximately 50% of India's GDP and over 70% of its population live in rural areas. Due to the significant rise in the purchasing power of rural populations brought about by the overall economic expansion and industrial development in these areas, rural marketplaces have gained relevance. According to Nielsen projections, the fast-moving consumer goods (FMCG) sector in rural India is expected to reach a valuation of $100 billion by 2025.

Khan & Khan (2012) states that these markets have a lot of promise, which makes them very alluring, but they also present difficulties. Understanding the market, customer needs, and behavior is essential to lowering risk. In light of the rural sector's increasing wealth, population growth rate, and government emphasis on primary sector growth in its current five-year plan, marketers have had an incredibly tough and complex challenge in recent years: catering to this market. With a few exceptions, big businesses have so far mostly been left to the mercy of local, inexpensive, and counterfeit goods in this market. Businesses are increasingly reinventing their marketing mix strategies for the largely unexplored sector in order to thrive.

Nuseir & All (2022) contacted 450 respondents, comprising consumers and administrative personnel from several reputable firms in the United Arab Emirates (UAE), provided cross-sectional data for this study. According to the study's findings, digital marketing plays a significant role in the development of public relations values. As a result, modern businesses must employ this strategy to build equity and communicate their organization's vision and mission to the target market. This study is significant because it fills in theoretical gaps in the literature and practical gaps in business practices by offering guidance on how to use digital marketing to advance public relations in addition to product and service promotion.

**Methodology**

In order to attain the end of the paper, the authors carried out a methodical literature review that includes several phases, grounded on the methodology presented by Lamé (2019). originally, the authors of this study formulate a review question. They delved trends in digital marketing exploration in Rural areas of india. Secondly, they define the addition and rejection criteria presented in Table 1, as follows:

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| **Table 1. Inclusion and exclusion criteria** | | |
| **Criteria** | **Inclusion** | **Exclusion** |
| Study Scope | Papers that focus on Digital marketing | Papers outside the scope of the research question. |
| Date of publication | Papers published from Year 2000 to 2023 | Papers published before Year 2000 and after 2023 |
| Country | Papers that focus on the Indian market | Papers without focus in the Indian market. |
| Language | All papers that are published must be in English | Papers not published in English |
| Document Type | Paper that are described as "Article" | All others |
| Web of Science categories | Papers that are included in the following categories : economics, business, management, or business finance. | other category papers were excluded |

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Thirdly, they define the hunt strategy. therefore, considering the preliminarily stated criteria, the authors performed a literature analysis in the Web of Science database. The exploration was initiated with title and abstract webbing, followed by a full- textbook review. The original hunt generated 37 papers, of which 12 fit the considered criteria. The papers were estimated to identify if they deal with digital marketing exploration.

**Results and discussions**

On reading the 12 papers in the review ( Table 2), a descriptive system of analysis was accepted. It explored the structure, exploration styles, and analysis of the data used by the papers.

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| **Table 2. Basic Information Of The Reviewed Articles** | | | | |
| **Sr. Number** | **Title** | **Authors** | **Journal** | **Publication Year** |
| 1 | Impact Of Digital Marketing On Indian Rural Marketing -A Study | [Dr D. Ravinder](https://www.researchgate.net/profile/Dr-Ravinder?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19) | Journal Of Management Research And Analysis | 2020 |
| 2 | Digital Marketing's Impact On Indian Rural Marketing: A Study | [Kumar Ravi Ranjan](https://www.researchgate.net/profile/Kumar-Ranjan-15?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | Sodh Samagam | 2023 |
| 3 | A Study On Web-Based Shopping -A Case Study On People Of Patna | [Kumar Ravi Ranjan](https://www.researchgate.net/profile/Kumar-Ranjan-15?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | Research Gate | 2022 |
| 4 | Buying Behavior Of Customers Towards Online Shopping In Nagercoil City | [S. Sugashini](https://www.researchgate.net/scientific-contributions/S-Sugashini-2213947661?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | IJRASET | 2022 |
| 5 | Emerging E-Commerce Trends In India: Opportunities And Challenges | [Kumar Ravi Ranjan](https://www.researchgate.net/profile/Kumar-Ranjan-15?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | International Journal For Multidisciplinary Research (Ijfmr) | 2023 |
| 6 | A Study On Rural Marketing And Digital Marketing In The Mirror Of Current Scenario | [Dr Shweta Dewangan](https://www.researchgate.net/profile/Dr-Dewangan-2?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19) | Jetir | 2021 |
| 7 | Rural Telecom In India: Marketing Issues And Experiences From Other Countries | [Rajesh K Aithal, Arunabha Mukhopadhyay](https://www.researchgate.net/profile/Rajesh-Aithal?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | Research Gate | 2002 |
| 8 | Marketing Channel Length In Rural India: Influence Of The External Environment And Rural Retailer Buyer Behavior | [Rajesh K Aithal](https://www.researchgate.net/profile/Rajesh-Aithal?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | International Journal Of Retail & Distribution Management | 2012 |
| 9 | Rural Petroleum Retail – Case Of A Major Oil Psu | [Rajesh K Aithal](https://www.researchgate.net/profile/Rajesh-Aithal?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIiwicHJldmlvdXNQYWdlIjoicHVibGljYXRpb24ifX0) | Research Gate | 2008 |
| 10 | Shift In Wave – " Urban To Rural Market In India " | [Gaurav Singh Rana](https://www.researchgate.net/profile/Gaurav-Rana-4?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19) | Research Gate | 2013 |
| 11 | Marketing Revolution In Rural India: Emerging Trends And Strategies | [Nizamuddin Khan, Mohammad Muqeet Khan](https://www.researchgate.net/profile/Nizamuddin-Khan-2?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19) | Journal Of Business Administration And Education | 2012 |
| 12 | Digital Marketing And Public Relations: A Way To Promote Public Relations Value | [Mohammed T. Nuseir Et Al.](https://www.researchgate.net/profile/Mohammed-Nuseir?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmxpY2F0aW9uIiwicGFnZSI6InB1YmxpY2F0aW9uIn19) | IJDNS | 2022 |

These papers were published in journals with the main focus being on economics, business, finance, operation, and marketing. The maturity of studies presented quantitative exploration, with some of them also containing qualitative exploration. The rapid-fire advancement of profitable growth, digital metamorphosis, and the globalization of business have led certain realities to induce or acquire impalpable means. These means have come precipitously pivotal for profitable substance, playing a significant part in determining a company's global value. likewise, they serve as a crucial incitement in the creation of added value. Thereby, assaying these papers, we notice that they can be divided into 3 major themes the impact of digital marketing strategies on consumer geste in the technology period, exploring the nexus of digital marketing and social media consumer engagement, trends, and impact, and digital marketing metamorphoses across diligence trends, challenges, and openings.

**Digital marketing impact on consumer**

This study explores the impact of digital marketing on rural India, focusing on the decline of metaverse stereotypes among tech-savvy individuals. It found that while tech addicts are aware of the metaverse, few engage with its services. The study also found that people's ability to hunt for online price information improves as they seek more information, leading to a belief that online buying offers less value, increasing their intention to make online purchases.

**Nexus of digital marketing and social media - engagement, trends, and impact**

The study explores the impact of customer engagement on fidelity in social media marketing, highlighting the importance of building meaningful client-brand connections and fostering loyalty. It also discusses Club, a social audio network with successful crowdfunding, and suggests leveraging new social media networks and digital marketing strategies to expand followers and enhance marketing strategies. The authors also discuss the connection between cryptocurrencies and NFT requests on Twitter and the use of digital technology to create unique luxury experiences. The study emphasizes the importance of understanding intimate communication on social media.

**Digital marketing - trends, challenges, and openings**

The study emphasizes the importance of understanding the role of intimate contact on social media and the importance of effective use of social systems in achieving open relations goals. It also highlights the link between disclosure compliance and the uniqueness of the assiduity industry, focusing on the efficiency of implementing sustainable inventions and preparing for unexpected problems. The study also highlights the importance of internationalization and novel business models for SMEs, as they contribute significantly to frugality.

**Conclusion**

This methodical literature review sheds light on the evolving geography of digital marketing exploration in the rural areas of india, in the last times. The analysis of current studies reveals a dynamic and fleetly changing terrain marked by the adding integration of digital technologies into marketing strategies. The linked trends emphasize the growing significance of social media, consumer geste, ande-commerce in the Rural request. likewise, the review underscores the need for unborn exploration to claw deeper into arising areas similar as artificial intelligence, blockchain, and virtual reality within the digital marketing field. As Rural areas continues to embrace digital metamorphosis, experimenters and interpreters likewise are presented with new challenges and openings. Overall, this conflation of literature provides a precious foundation for understanding the line of digital marketing exploration in Rural areas of india and offers perceptivity that can guide unborn examinations and strategic opinions in this dynamic field.

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