

Challenges Related To Digital Marketing In Rural Bank: With Special Reference To BOI Dhar District

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Abstract

The obstacles that hindered the digital marketing involvement in rural India are gradually disappearing. The hypothesis that the e-commerce industry will develop a larger base in the rural India is becoming true with the declining prices of smartphones, higher amount of internet access with a high speed at diminishing rates and the actions of government as well as private associations spreading knowledge about the digital dynamics. This study seeks to identify the Digital Marketing expertise of rural banks in Dhar, Madhya Pradesh, India. The data depicting the aspiration of the rural banks of e-marketing modes along with the challenges that they handle in relation to the e-commerce are all giving a sign for the further research in this area.

Keywords: Rural banks, Digital Marketing.

Introduction

About three quarters of India's population calls rural areas their home, and the majority of the country's workforce continues to rely on agriculture and other closely related industries for their primary source of income (Economic Survey, 2020). The amount of land that can be used for farming is restricted, and as a result, the industry cannot support its current level of labourers. As a result, there is a requirement to cultivate rural entrepreneurship in order to address the problems of rural poverty and rural migration to urban areas (India - Data, 2020). The expansion of the economy in rural areas is a necessary prerequisite for the overall growth and development of the nation. It is important to narrow the disparities that exist between rural and urban areas. The overarching objective of marketing strategy is to achieve a sustainable advantage over the competition while simultaneously increasing sales (Chartered Institute of Marketing, 2021). Pay-per-click (PPC), public relations (PR), search engine marketing, and engineering marketing are just

some of the things that are included in marketing strategies. Activities that are considered to be part of digital marketing include search engine marketing (SEM), search engine optimization (SEO), content marketing, content automation, influencer marketing, campaign marketing, and e-commerce marketing, as well as social media optimization, social media marketing, display advertising, e-mail direct marketing, e-books, optical discs, and games, as well as any other type of digital media (John, 2019).

India is a country with a population of 139 crore people. Only 35 percent of the population lives in urban areas, that also contribute roughly 63 percent of the GDP (Census, 2020). The remaining population lives in rural areas, which make up 65 percent of the total population but only contribute 27 percent to the GDP (Provisional population totals, Census of India 2011, n.d.). They are underdeveloped, with no contemporary education of the age, and are still too far from the digitalization, despite the fact that rural areas are home to the majority of the population (65%). There is a massive opportunity

lying dormant there, which has the potential to bring India closer to achieving its goal of having an economy worth \$5 trillion in the recent and upcoming years (Sinha, 2020). The government of India launched a number of programmes with the goal of closing the "digital literacy gap" and transforming India into a society that is empowered by technology.

One of the most important components of a functional banking system is information technology (IT), and banks in India are working very hard to investigate the possibilities offered by this field (gupta, 2012). However, there are major risks to security that are associated with online banking or digitization; but, the positive side of the information technology usage in this sector is extremely valued and welcomed by general public. The implementation of the campaign for 'Digital India' unfurled by Mr. Narendra Modi made the idea of digitizing the banking systems possible thereby positively changing the banking payments of more than, 12,000 rural post offices towards digitization (Gantz & Reinsel). In addition, the primary motivation for beginning the process of digitization in India is to curb the circulation of illicit funds.

Research problem

The dynamic business environment has caused the small scale businesses in rural areas operating traditionally to face various issues rather than receiving the benefits from this changing environment. Major of these small scale businesses do not find themselves in a place where they can successfully use the technologies and the available market statistics to stand with the required quality standards as well as catch the newer opportunities. One of the most notable aspects of globalisation is the sharing of technological know-how, which is also one of the primary drivers behind optimistic growth projections. The benefits of globalization were available to a very few specific small rural business owners situated at some particular location leading them to business improvements.

Research Objectives

- To study awareness of Digital Marketing in rural area of Dhar (BOI).
- To study linkage between the usage of digital marketing and education.
- To identify different uses of Digital Marketing in bank.
- To identify challenges faced by BOI in rural area of Dhar.

Literature review

One form of promotion that is becoming increasingly popular for the purpose of promoting services or products and connecting with customers through digital channels is digital marketing. The term "digital marketing" refers to marketing efforts that involve channels other than internet marketing and do not necessitate the use of the internet. It encompasses mobile phones (both MMS and SMS), marketing through social media platforms, display ads, search engine marketing, and a great deal of other forms of digital (Block, 2020).

As per Evans, (2014), marketing techniques serve as the fundamental preparatory work for formulating and executing goals that discuss the needs and desires of the market. These goals are designed to satisfy the demands of the market. In most cases, the marketing goals are directly responsible for the firm's performance. Scholars have put forth the argument that marketing strategies are authorised as multi-year frameworks, with a strategic underlying reason that sets aside out the tasks to be undertaken in the current year. According to Armstrong & Brodie, (2005), a marketing proposal is a formal piece that summarises what marketing experts observe about the corporate world and draws a template on how to achieve one's marketing goals. This definition comes from Woods's work. Weinreich, (2018) agree that a marketing plan should cover the strategic guidelines for the branding strategies as well as the financial allotments that will be made throughout the planning period.

Due to the fact that it is a determining factor in the process of developing strategic planning, the

external audit cannot be ignored. These external factors have a significant impact on the accomplishments of an organisation. It includes forces from the economy, social culture, politics, and technology, as well as forces from clients and competitors (Charter, Peattie, Ottman, & Polonsky, 2002). The large percentage of the forces are difficult, if not impossible, to control. When referring to rival businesses, we say that their actions influence the accepted aggregation as well as the manner in which products are offered and where they stand in the market. When a company is presented with these different options, it has the capacity to modify this situation by altering the communication tools that it uses, like advertising, sales, personal selling, and so on (John Y. , 2018). These external factors can provide the businesses with guidance as they develop their marketing strategies. Because these factors are, for the most part, outside of a business's control, the businesses need to devise and find a way to adapt to and cater it (Ciaran, 2019)

According to a report by the World Bank, and over 290 million Indians do not have electricity supply, which is an essential component for the development of advanced technology (World Bank Indicators Databank, by topic, 2021.). According to the Telecom Regulatory Authority of India (TRAI), India had more than one billion active cellphone subscriptions in 2016. However, this number of subscriptions does not provide a correct data with regard to the number of individual users, but they only substantiate the number of sim cards sold by the telecom business houses (TRAI website, 2021). Approximately twenty-five percent of these subscriptions are inactive. In addition, approximately half of these memberships do not have an operational connection to the internet and are therefore offline. Recent initiatives taken by telecom companies in India have shown an increase in mobile phone usage in India's rural areas; however, the vast majority of these mobile phones are only used for making phone calls because they lack even the most fundamental internet connectivity (Cis, 2019).

The lack of adequate infrastructure in rural India is another cause for concern. The following

illustration demonstrates the precarious state of technology resources in India's rural areas. For instance, photocopying is an absolute requirement; however, it has been noticed that in many rural regions of India, there is not even a single location that offers photocopying services; as a result, people are forced to travel considerable distances in order to acquire one (Rural.nic, 2021). Because of this, a photocopy that was only supposed to cost two dollars probably costs more than one hundred dollars, but sometimes the location is so far that the person has to miss work for this, which results in the loss of income for that day. The government of India has recognised that internet based services are limited in rural India and as a result has initiated a programme known as the National Optical Fibre Network (Indiafacts, 2019). This program's objective is to bring the rural villages of India within the ambit of internet accessible areas through the provision of high speed broadband to the panchayat bodies of such villages. The government of India has accepted this fact. This ambitious project has been given approval for a financial plan of about Rs 700,000 billion, and while the government says that it has offered connection to the internet to more than 60,000 panchayats, the actual number is only slightly more than 7,000 (Rao, 2019).

The process of modernising India's technological infrastructure faces significant challenges, not the least of which are the widespread prevalence of illiteracy and superstition. There have been rumours that local religious organisation and possibly even panchayats have made it illegal to use mobile phones in a specific area. In addition to this, they prevent children, women, and women of childbearing age from gaining a fundamental education. According to the findings of a study conducted by GSMA in 2016, it was discovered that more than 70 percent of Indian women do not have approach to the internet services (WorlBank, 2021). In addition, they came to the conclusion that internet access is available to slightly more than 11 percent of women living in rural areas, compared to less than 38 percent of women living in urban areas.

Research Design

The descriptive research method was used to carry out this study. The research was conducted

with a total of 60 different samples. The current research was carried out on rural customers located in and around Dhar city. The primary data were collected through the use of a method called Structured Questionnaires.

Analysis and Interpretation

Use of Marketing tactic

Table 1: Showing data about the use of marketing

S.No.	Particulars	No. Of Respondents	Percentage
1.	Use of Social Media	18	30
2.	Direct Sales	25	41.66
3.	Sales Manger	17	28.33
4.	Other tool	0	0

It is identified from the responses that in bank there is still prevalence of direct sales because it accounts for 41.66% from the obtained result. the use of social media as a marketing tactic is not very popular because the results show that only

30% respondents agree that social media is used as a marketing tactic.

Awareness of Digital Marketing

Table 2: Showing the percentage of awareness of digital marketing

S.No.	Particulars	No. Of Respondents	Percentage
1.	Yes	60	100
2.	No	0	

It is further identified from the analysis that all of the respondents that participated in the survey were aware of the digital marketing.

The researcher has done One-way ANOVA analysis between independent factor education and dependent factor digital marketing.

Educational qualifications and digital marketing

H0: There is no significant connection between digital marketing and education of respondents

Table 3: ANOVA for hypothesis testing

S.No.	Source of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F	SIG.
1.	Between Groups	2.376	2	3.467	4.987	0.59
2.	Within Groups	8.766	11	.754		
	Total	11.142	12			

Purpose of using Digital Marketing

Table 4: Purpose of using digital marketing

S.No.	Particulars	1	2	3	4	5	6	7	Total
1.	Helps in getting new customers and rising sales	4 (157)	4 (134)	8 (243)	16 (425)	24 (532)		4 (42)	1533

2.	Enhancing brand image	4 (157)	4 (134)	8 (243)	12 (325)	12 (272)	8 (139)	12 (136)	1406
3.	Enhancing customer service	4 (157)		12 (353)	4 (104)	4 (88)	20 (368)	16 (178)	1248
4.	Update information about products in cost effective way	4 (157)	-	-	8 (206)	4 (82)	20 (344)	24 (254)	1043
5.	Improving customer relationships	-	28 (888)	16 (468)	8 (202)	4 (88)	-	4 (48)	1694
6.	Exploring different market segments	16 (648)	16 (546)	12 (352)	8 (204)	4 (88)	4 (72)	-	1910

Garrett's Ranking

Table 5: Garrett's Ranking

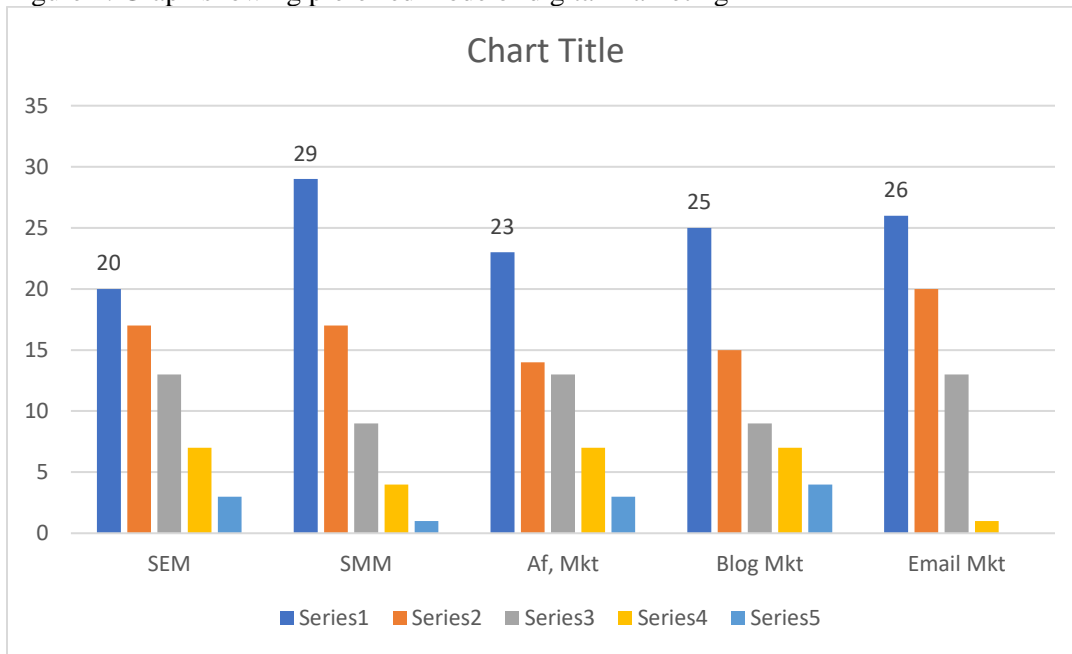
S.No.	Particulars	Score	Mean Score	Ranks
1	Helps in getting new customers and rising sales	1533	48.76	3
2	Enhancing brand image	1406	44.34	4
3	Enhancing customer service	1248	43.96	5
4	Update information about products in cost effective way	1043	42.08	6
5	Improving customer relationships	1694	34.98	2
6	Exploring different market segments	1910	62.56	1

Preferred mode of Digital Marketing

Table 6: Preferred mode of digital marketing

	SEM	SMM	Af, Mkt	Blog Mkt	Email Mkt
SA	20	29	23	25	26
A	17	17	14	15	20
N	13	9	13	9	13
SDA	7	4	7	7	1
DA	3	1	3	4	0

Figure 1: Graph showing preferred mode of digital marketing



It is identified from the analysis that the most preferred mode of digital marketing is social media marketing as it is clear from the above analysis that around 29 respondents strongly agree that they prefer social media marketing as a mode of digital marketing and this is the highest

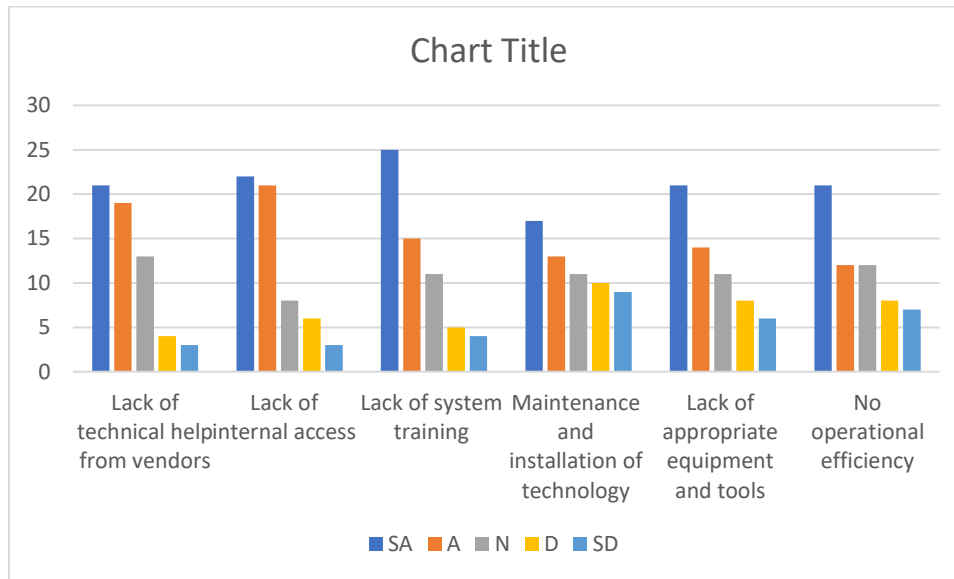
of all the categories. This accounts for about 50% respondents suggesting that social. Media marketing is the preferred mode of digital marketing.

Challenges in Digital marketing

Table 7: Challenges in digital marketing

Lack of technical help from vendors	Lack of internal access	Lack of system training	Maintenance and installation of technology	Lack of appropriate equipment and tools	No operational efficiency
21	22	25	17	21	21
19	21	15	13	14	12
13	8	11	11	11	12
4	6	5	10	8	8
3	3	4	9	6	7

Figure 2: Graph showing challenges in digital marketing



It is clear from the graph that the biggest challenge in the path of digital marketing in banks is the lack of system training. Most of the respondents believe that there is no proper training in the bank related to the use of digital marketing and this becomes the biggest challenge.

Key Results

- 100% of respondents are familiar with social media.
- 41.66% of respondents have issues with lack of system training.
- 50% respondents prefer social media marketing as a preferred digital marketing tool

Using the Garrett ranking technique, the researcher was able to determine the causes behind the inclination of respondents towards online mode, and it was determined that improving customer relationship had the highest score (888).

Using a one-way ANOVA to determine the relationship between education and social media marketing factors, it is determined that there is a significant difference (0.059) between the respondents' education level and social media marketing.

Conclusion

The rural populace's standard of living should be raised. Digital marketing for the rural sector is the solution to Digital India's Inclusion issues. The rural region of India is no longer isolated and primitive. Digitalization in rural areas is regarded as an effective way of increasing rural development. Government of India has been constantly growing its emphasis on and support for rural banks' promotion and growth. The digitization of rural banks is a road that leads to the growth and increasing life span of rural banks. Digitization is regarded as the constructive development strategy for banks that are providing their services in the present dynamic business environment.

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