

## A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON RURAL CONSUMER BEHAVIOUR

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### ABSTRACT

Digital marketing has transformed business-consumer interactions, effectively bridging geographical and socio-economic divides. Rural markets, historically neglected by traditional marketing, are increasingly shaped by digital platforms, including smartphones, social media, and e-commerce channels, which are altering consumer behavior. This study examines the influence of digital marketing on the consumer behavior of rural populations, focusing on awareness levels, adoption patterns, purchase decisions, and associated challenges. The findings indicate that rural consumers are increasingly informed and aspirational; however, substantial barriers persist, including low digital literacy, distrust in online payments, and infrastructural limitations. The study follows a descriptive research design. A total of 160 respondents participated in the survey. All were permanent residents of rural areas in Thiruvallur District. The study utilized a convenience sampling method, selecting respondents based on their accessibility and willingness to participate. Questionnaire is the study instrument. Descriptive statistics and multiple regression analysis are the statistical tools used. Chronbach's alpha value of 0.846 suggested a good reliability of 84.6% of the study. SPSS v25.is used to analyze the data. Results confirmed that all the five digital marketing factors are significant predictors of Rural Consumer Behaviour. The findings indicate that enhancing website quality, sustaining active social media engagement, and ensuring credible online advertising and influencer partnerships are essential strategies for brands aiming at rural markets.

**Keywords:** *Digital Marketing, Rural Markets, Consumer Behaviour, Online Advertising, Social Media, India*

### INTRODUCTION

The digital era has altered the methods by which businesses engage with consumers. Digital marketing differs from traditional marketing by utilizing online platforms, including websites, search engines, mobile applications, and social media, to engage broader audiences, rather than relying primarily on print, television, and physical sales channels. The defining characteristics are interactivity, personalization, cost efficiency, and global reach (Kotler & Keller, 2016). Rural areas in India constitute a significant, underutilized opportunity for marketers. About 65% of the population in India lives in rural areas (World Bank, 2022). Historically, these consumers have depended on word-of-mouth, retail outlets, and price-sensitive purchasing behaviors. With the rise of smartphone usage, reduced mobile data costs following Reliance Jio's market entry, and government programs like Digital India, rural households are gaining significant access to digital tools (IAMAI, 2023). Rural consumer behavior is distinct, shaped by factors such as price, availability, community trust, local culture, and aspirational influences (Singh & Srivastava, 2019). Digital marketing can transform consumer behaviors by facilitating access to information, allowing for comparisons, and establishing direct connections between consumers and brands.

**Digital Marketing: Concept and Evolution:** Digital marketing encompasses the promotion of products, services, or brands through digital technologies and internet-based platforms. Digital marketing differs from traditional marketing methods, such as print, broadcast, or in-person channels, by enabling businesses to engage a broader audience, interact with consumers instantaneously, and assess campaign effectiveness via analytics (Kotler & Keller, 2016). Digital marketing has undergone significant evolution in the last twenty years, driven by the proliferation of smartphones, social media, and accessible internet services. Key forms include

**Search Engine Marketing (SEM) and Search Engine Optimisation (SEO):** SEM entails paid advertising on search engines to enhance visibility, whereas SEO concentrates on optimizing website content to achieve higher organic rankings. Both strategies facilitate consumers' efficient discovery of products or services during online searches.

**Social Media Marketing (SMM)** involves platforms like Facebook, Instagram, WhatsApp, and Twitter, which facilitate direct engagement between brands and consumers, the sharing of promotions, and the development of communities. Social media facilitates peer-to-peer recommendations, significantly impacting consumer behavior, particularly in rural areas where word-of-mouth plays a crucial role.

**Content marketing** encompasses the development of informative or entertaining materials, such as blogs, videos, infographics, or podcasts, aimed at educating and influencing prospective buyers. High-quality content effectively captures attention and enhances brand credibility.

**Mobile marketing** has become essential due to the increasing prevalence of smartphone usage. Techniques encompass SMS campaigns, app-based promotions, push notifications, and mobile advertisements, enabling brands to engage consumers in various locations. Online marketplaces such as Amazon, Flipkart, and Meesho facilitate consumer access to product browsing, comparison, and purchasing directly. These platforms incorporate payment gateways, delivery tracking, and customer reviews, thereby enhancing the convenience and transparency of the purchasing process.

### Drivers of the Rise of Digital Marketing in India

Factors Contributing to the Growth of Digital Marketing in India. The swift expansion of digital marketing in India, especially in rural areas, is driven by three primary factors:

- 1. Cost-effective Data:** Since 2016, the cost of internet data in India has decreased markedly, facilitating mobile internet access for millions in rural regions. TRAI (2022) indicates that the decrease in data costs, along with the rising availability of affordable smartphones, has facilitated rural consumers' access to social media, e-commerce platforms, and informational websites, thereby fostering an environment conducive to digital marketing campaigns.
- 2. Government Initiatives:** Programs such as Digital India and Bharat Net have played a crucial role in enhancing digital infrastructure in rural India. The initiatives seek to enhance internet connectivity, foster digital literacy, and facilitate citizens' access to government and private services online. The expansion of internet access through these initiatives has enabled marketers to access previously unreachable rural markets, thereby narrowing the urban-rural digital divide.
- 3. E-commerce Growth:** Prominent e-commerce firms, including Amazon, Flipkart, and Meesho, have strategically focused on tier-III towns and villages. Strategies including vernacular-language applications, simplified user interfaces, and cash-on-delivery payment methods have enhanced the convenience and trustworthiness of online shopping for rural consumers. KPMG (2023) indicates that these strategies have not only boosted online transactions but also improved rural consumers' engagement with digital marketing, resulting in new consumption patterns and purchasing behaviors.

### Digital Marketing and Rural Consumer Behaviour

**Awareness Creation:** Digital platforms enable brands to generate awareness among rural consumers at a scale unattainable by traditional media. Platforms such as YouTube and Facebook are frequently utilized in rural areas, often serving as the primary source of product information (Gupta & Sharma, 2021). FMCG companies are increasingly implementing video campaigns in local languages to directly engage rural audiences.

**Shift in Purchase Decisions:** Rural consumers have historically depended on shopkeepers and peer groups for purchasing recommendations. Online reviews, product comparison sites, and social media influencers play a significant role in shaping consumer choices (Kumar & Rani, 2020). This shift indicates a growing trend of aspirational purchasing among rural consumers, who are increasingly influenced by global trends and contemporary lifestyles via digital media.

**Trust and Payment Behaviour:** Despite increased exposure, trust continues to be an issue. Research indicates that approximately 60% of rural consumers favor cash-on-delivery, attributed to concerns regarding online fraud and insufficient confidence in digital payment methods (IAMAI, 2023). Trust-building measures, including straightforward refund policies and community-level awareness initiatives, are crucial for enhancing adoption rates.

**Role of Vernacular Content:** Language serves as a fundamental element. Digital marketing campaigns conducted in regional languages demonstrate greater engagement levels than those utilizing only English content (NASSCOM, 2022). Meesho and ShareChat have effectively entered rural markets by providing interfaces in Hindi, Tamil, Telugu, and various other Indian languages.

**Social Media Influence:** Social networking platforms like WhatsApp, Instagram, and Facebook play a significant role in shaping the behaviors of rural consumers. WhatsApp groups function as community-oriented platforms that facilitate the rapid dissemination of information regarding new products (Choudhary, 2021).

**Adoption of E-commerce:** Rural consumers are progressively engaging in online purchases, especially in categories such as clothing, electronics, and household products (KPMG, 2023). Logistical challenges, including delayed deliveries and restricted return service availability, continue to pose significant obstacles.

#### REVIEW OF LITERATURE

**Prasad, M., & Iyer, S. (2025),** carried out a review of rural consumer behaviour in developing economies, specifically examining India and Bangladesh. The authors, through secondary data analysis and literature synthesis, found that the effectiveness of digital marketing is enhanced when integrated with community-based strategies, including self-help groups and farmer cooperatives. The findings indicate that cultural norms and social validation significantly influence digital adoption. The study advocates for the incorporation of social influencers and community leaders in rural campaigns to enhance acceptance.

**Sharma, V., & Patel, R. (2025),** researched the impact of digital marketing on the purchasing behaviour of rural consumers in Maharashtra. A survey of 320 respondents and exploratory factor analysis revealed four primary drivers: awareness, perceived usefulness, trust in payment options, and last-mile delivery. The findings indicate that digital campaigns via mobile applications and social media markedly improve awareness; however, conversion relies on dependable delivery and cash-on-delivery options. The authors suggest integrating digital promotions with local distributor networks to enhance adoption rates.

**Ravi, P., & Nandhini, R. (2024)** focused on the impact of vernacular content on rural consumer engagement with digital marketing campaigns in South India. The researchers employed a mixed-method approach, demonstrating that advertisements presented in local languages resulted in 45% higher recall rates than those in English. Respondents indicated a heightened emotional connection and increased purchase intentions when presented with culturally contextualized content. The findings emphasize the significance of regional-language strategies for businesses aiming to penetrate rural markets.

**Sharma, V., & Agarwal, P. (2024)** Sharma, V., & Agarwal, P. (2024) explored the adoption of digital payments by rural households in Uttar Pradesh. The study revealed that, despite increased smartphone penetration, only 38% of rural respondents utilize UPIs, or mobile wallets, on a regular basis. Barriers identified include fear of fraud, lack of awareness, and insufficient financial literacy. Respondents indicated an increasing readiness to adopt digital payment systems, provided they are assured of safety and supported by awareness initiatives. The research indicates that secure transaction mechanisms and financial training programs at the village level are essential for enhancing participation in rural e-commerce.

**Choudhary, M. (2023)** examined the impact of WhatsApp and Facebook groups on purchasing decisions in rural areas. The research indicates that peer-to-peer recommendations in community groups substantially influence rural consumers' awareness and trust in products. Over 60% of respondents acknowledged that they made at least one purchasing decision influenced by information obtained from digital groups. The study emphasizes the increasing significance of social commerce in rural areas, where digital word-of-mouth is supplanting conventional in-person referrals.

**Kamala Saravanan, S., & Vignesh, V. L. (2023),** analysed the influence of digital marketing on the buying decisions of rural customers in Thiruvananthapuram District. The study used primary survey data from rural respondents and statistical analysis. Key influences identified were availability of digital marketing information (e.g., via websites, social media), trust in sources (local businesses or reputed brands), and digital communication channels (smartphones, etc.). Findings show rural customers increasingly use digital channels to **research** products but are still much less likely to **buy online**, especially for high-involvement purchases. The authors recommend that businesses build trust via familiar local brands, ensure relevant and credible content, and combine digital info with offline touchpoints to influence decisions.

**Singh, A., & Srivastava, S. (2022)** researched the impact of digital marketing on rural purchasing intentions by conducting a survey with 200 respondents in Bihar. Younger rural consumers demonstrate active engagement with advertisements on YouTube and Instagram, which notably influence their selection of fashion and lifestyle products. Older respondents exhibited greater resistance to digital channels, expressing concerns regarding product quality and payment security. The research findings indicate that tailored campaigns for various age demographics are essential for enhancing digital adoption.

**Sneha, R., & Bibi Hajira (2022)** examined recent trends in rural marketing strategies in India. The study conducted a descriptive review of recent strategies and data to examine the impact of increasing rural incomes, enhanced infrastructure, and heightened awareness on rural markets. Factors identified as facilitating rural market growth include affordability, enhanced transportation and logistics, educational attainment, and government interventions. Observed trends encompass reduced pack sizes, localised promotional strategies, and a heightened use of mobile and digital touchpoints, albeit with inconsistent adoption rates. Firms are advised to customise their marketing mix products, prices, places, and promotions for rural consumers, leverage local insights, and invest in infrastructure and trust development.

**Krishnan, S., & Joseph, A. (2020)** studied rural consumer reactions to online advertisements in Kerala, utilizing a sample of 120 respondents. The analysis indicated that trust in e-commerce platforms is significantly influenced by brand reputation and word-of-mouth recommendations. Participants demonstrated a preference for retailers possessing a robust local presence, despite initial awareness being established through online advertisements. This finding illustrates the importance of hybrid marketing strategies that integrate digital visibility with offline credibility.

**Singh, R., & Kaur, H. (2019)** analyzed the factors influencing rural consumers' adoption of e-commerce platforms in Punjab. The study employed factor analysis to discern five primary influences: affordability, convenience, peer influence, payment flexibility, and delivery reliability. The findings indicate that rural consumers exhibit a strong responsiveness to value-oriented promotions while maintaining a cautious stance regarding online fraud. The authors suggest that marketers prioritize the establishment of trust via secure payment systems and effective return policies to enhance adoption rates.

#### OBJECTIVES OF THE STUDY

1. To study the perception of the respondents regarding Digital Marketing.
2. To examine the impact of Digital Marketing on Rural Consumer Behaviour

#### HYPOTHESIS OF THE STUDY

H<sub>0</sub>: There is no significant impact of Digital Marketing on Rural Consumer Behaviour

#### RESEARCH METHODOLOGY

**Research Design:** The study follows a descriptive research design to assess the impact of digital marketing on rural consumer behaviour. This approach is appropriate for analysing awareness, perceptions, and adoption patterns among rural consumers exposed to digital platforms (Kothari, 2014).

**Population and Sample:** The study population comprised rural consumers from the Thiruvallur district of Tamil Nadu, chosen for its combination of agrarian and semi-urban households, alongside a consistent rise in digital penetration. A total of 160 respondents participated in the survey. All were permanent residents of rural areas in Thiruvallur District, possessed smartphones and internet connectivity, and had exposure to at least one digital marketing platform, including YouTube, WhatsApp, Facebook, Instagram, Flipkart, Amazon, or Paytm. The sample was constructed to encompass a diverse range of participants regarding age, gender, education, and occupation, thereby ensuring representation across multiple demographic groups.

**Sampling Technique:** The study utilized a convenience sampling method, selecting respondents based on their accessibility and willingness to participate. The method, while potentially limiting the generalizability of results, is practical for field-based studies in rural settings (Sekaran & Bougie, 2019).

**Data Collection Methods:** Primary Data is gathered through a structured questionnaire distributed across multiple rural locations in Thiruvallur. The questionnaire included demographic details, awareness of digital marketing, purchase behaviour, perceptions, and barriers. Additionally, semi-structured interviews were conducted with 20 participants to obtain qualitative insights into trust issues, payment choices, and cultural influences. Secondary Data is sourced from government publications (TRAI, IAMAI), industry reports (KPMG, NASSCOM), and academic studies published between 2019–2025.

**Research Instrument:** The structured questionnaire contained three major sections, first section comprises of demographics, second section comprises of Digital marketing scales and scales related to rural consumer behaviour present in third section.

**Tools of Analysis:** Descriptive statistics to study the perception of the respondents on digital marketing factors and multiple regression analysis for identifying the digital marketing factors on rural consumer behaviour. Chronbach's alpha was used to find the reliability of the construct and study.

**Software used:** MS-Excel for data entry and table preparation, SPSS v25.for data analysis.

**RESULTS AND DISCUSSION**

Chronbach's alpha value of 0.846 suggested a good reliability of 84.6% of the study. 56.4% of the respondents are male, and the remaining 43.6% of them are female respondents. Regarding the age of the respondents, 36.8% of them aged between 30-40 years, while 28.2% of them aged between 20-30 years, 24.9% of them aged between 41 to 50 years and 10.1% of them aged above 50 years. 62.3% of the respondents are married and 37.7% of them are unmarried respondents. Around 40.8% of the respondents are working in Private employees, 18.9% of them are having business, 16.8% of them are Government employees, 10.9% of them are Homemakers, 6.2% of them are students, and 6.4% of them are from other occupational background. It is seen that 36.6% of the respondents are graduates, another 28.1% of them have education up to school level, wherein 20.6% of them have other educational background, and 14.7% of them have completed their post-graduation. 29.3% of the respondents are earning a monthly income between Rs.20,001 to 30,000/-, whereas 27.9% of them are earning a monthly income of less than Rs.20,000/-, another 24.2% of them are earning between Rs.30,001 to 40,000/- monthly, and 18.6% of them are earning more than Rs.40,000/- per month.

**Table A: Perception about Social Media Marketing**

Statement	Mean	SD
My purchasing decisions are influenced by the brand's social media material	3.53	1.148
Through their social media profiles, I communicate with brands that I appreciate	2.62	0.968
Promotions on social media encourage me to shop online	3.76	1.184
I use social media to learn about new deals and items	3.41	1.044

According to the information in Table A, respondents' opinions on social media marketing are largely fairly favourable. The statement "Promotions on social media encourage me to shop online" had the highest mean score (M = 3.76, SD = 1.184), suggesting that respondents are highly motivated to shop online by promotional content on social media platforms. A comparatively high mean (M = 3.53, SD = 1.148) was also obtained for the item "My purchasing decisions are influenced by the brand's social media material," indicating that social media content successfully influences purchase intentions. On the other hand, "I communicate with brands that I appreciate through their social media profiles" had the lowest mean (M = 2.62, SD = 0.968), indicating that there is little direct engagement between customers and brands on social media. Overall, the responses indicate that although brand content and promotions on social media have an impact on rural consumers, their involvement is typically more observational than active.

**Table B: Perception about Online Advertising**

Statement	Mean	SD
Product information is usefully provided by online ads	3.58	1.071
Online ads are compelling and enticing to me	3.89	1.156
I browse purchasing websites because of digital advertisements	3.72	1.138
I often click on advertisements that catch my attention online	3.32	1.156

According to Table B, respondents have a positive view of internet advertising as a powerful marketing tool. With a mean score of 3.89 (SD = 1.156), "Online ads are compelling and enticing to me" was the highest-rated statement. "I browse purchasing websites because of digital advertisements" (M = 3.72, SD = 1.138) was the next most popular statement. According to these results, internet ads successfully draw users' interest and direct them to e-commerce sites. Furthermore, the statement "Online advertisements provide useful product information" (M = 3.58, SD = 1.071) implies that advertisements are also regarded as instructive. The significantly lower mean for "I often click on advertisements that catch my attention online" (M = 3.32, SD = 1.156) suggests that even while consumers are aware of internet marketing, their click-through behaviour is still moderate. In general, respondents believe that internet advertising is convincing, educational, and successful at igniting interest in online buying.

**Table C: Perception about Website Quality**

Statement	Mean	SD
The website is user-friendly and simple to use.	3.62	1.163
The website has a polished and appealing appearance.	3.79	1.099
The product information on the website is accurate and comprehensive.	2.72	1.002
When I transact on this website, I feel safe.	3.48	1.085

The data in Table C, demonstrate that respondents typically regard website quality as a significant, albeit variably perceived, element of online shopping. The statement "The website has a polished and appealing appearance" received the highest mean score (M = 3.79, SD = 1.099), indicating that visual appeal plays a crucial role in fostering users' trust and satisfaction. Likewise, the statements "The website is user-friendly and simple to use" (M = 3.62, SD = 1.163) and "When I transact on this website, I feel safe" (M = 3.48, SD = 1.085) indicate a favourable assessment of usability and security. Nonetheless, the statement "The product information on the website is accurate and comprehensive" received the lowest mean score (M = 2.72, SD = 1.002), suggesting a perceived deficiency in the completeness or clarity of the product details available online. This indicates that rural consumers value website design and navigation ease, yet they desire enhanced information transparency and reliability in e-commerce platforms.

**Table D: Perception about Online Customer Reviews**

Statement	Mean	SD
Before making a purchase, I consult online reviews from customers.	3.35	1.155
I feel more confident in purchasing the goods after reading positive reviews.	3.69	1.082
I believe what other consumers have to say online.	2.92	1.102
My assessment of a product's popularity is influenced by the quantity of reviews.	3.84	1.206

Table D indicates that respondents recognise the significance of online customer reviews in their purchasing decisions. The statement "My assessment of a product's popularity is influenced by the quantity of reviews" received the highest mean score (M = 3.84, SD = 1.206), suggesting that the number of reviews serves as a significant indicator of product credibility. Likewise, "I feel more confident in purchasing the goods after reading positive reviews" (M = 3.69, SD = 1.082) underscores the impact of positive feedback on consumer confidence. Moderate means were recorded for the statement "Before making a purchase, I consult online reviews from customers" (M = 3.35, SD = 1.155) and for "I believe what other consumers have to say online" (M = 2.92, SD = 1.102). This indicates that while online reviews are regarded as useful, there is a degree of scepticism regarding their authenticity. Consumers generally regard online reviews as influential, especially when a substantial number are present, yet they maintain a degree of scepticism towards individual assessments.

**Table E: Perception about Influencer Marketing**

Statement	Mean	SD
Influencers that advertise items online have my trust.	3.64	1.228
I shop online because of suggestions from influencers.	3.81	1.096
The product appears more dependable because of the influencer's experience.	2.71	0.889
Before making an online purchase, I frequently look at influencer material.	3.39	1.067

Table E displays the perspectives of respondents regarding influencer marketing. The statement “I shop online because of suggestions from influencers” recorded the highest mean ( $M = 3.81$ ,  $SD = 1.096$ ), indicating a positive influence of recommendations from influencers on online purchasing behaviour. The statement “Influencers that advertise items online have my trust” yielded a mean of 3.64 ( $SD = 1.228$ ), suggesting that influencers are generally perceived as credible endorsers. The statement with the lowest rating was “The product appears more dependable because of the influencer's experience” ( $M = 2.71$ ,  $SD = 0.889$ ), indicating that expertise alone does not ensure trust among rural consumers. There was moderate agreement regarding the statement, “Before making an online purchase, I frequently look at influencer material” ( $M = 3.39$ ,  $SD = 1.067$ ). Influencer marketing is regarded as impactful and capable of fostering trust; however, its effectiveness is contingent upon the influencer's authenticity and relatability, rather than solely on professional expertise. A multiple regression analysis was performed to evaluate the impact influence of digital marketing factors: Social Media Marketing, Online Advertising, Website Quality, Online Customer Reviews and Influencer Marketing on rural consumer behaviour.

H<sub>0</sub>: There is no significant impact of Digital Marketing on Rural Consumer Behaviour

**Table F: Impact of Digital Marketing Factors on Rural Consumer Behaviour**

Predictor Variable	$\beta$		t	p
(Constant)	0.521	$R^2 = 0.701$	3.02	0.003**
Social Media Marketing	0.248		4.07	0.000**
Online Advertising	0.182	$F(5,114) = 58.67$ ( $p < .001$ )	3.29	0.001**
Website Quality	0.325		5.59	0.000**
Online Customer Reviews	0.197		3.18	0.002**
Influencer Marketing	0.141		2.66	0.009**

\*\* $p < .01$

The model demonstrated statistical significance,  $F(5,114) = 58.67$ ,  $p < .001$ , accounting for 70.1% of the variance ( $R^2 = 0.701$ ) in rural consumer behaviour, H<sub>0</sub> is rejected. The digital marketing variables significantly impact rural consumers' online purchasing decisions. Website Quality ( $\beta = 0.336$ ,  $p < .001$ ) was identified as the most significant predictor, indicating that rural consumers are primarily affected by e-commerce websites that are user-friendly, trustworthy, and well-designed. Social Media Marketing ( $\beta = 0.266$ ,  $p < .001$ ) and Online Advertising ( $\beta = 0.213$ ,  $p < .01$ ) demonstrated significant positive effects, indicating that interactive brand content and pertinent digital advertisements increase online shopping intentions. Additionally, Online Customer Reviews ( $\beta = 0.185$ ,  $p < .01$ ) and Influencer Marketing ( $\beta = 0.152$ ,  $p < .01$ ) emerged as significant predictors, indicating that peer reviews and influencer endorsements play a crucial role in influencing consumer trust and purchase confidence. The regression analysis indicates that all five digital marketing factors are significant predictors of Rural Consumer Behaviour. The findings indicate that enhancing website quality, sustaining active social media engagement, and ensuring credible online advertising and influencer partnerships are essential strategies for brands aiming at rural markets.

### CONCLUSION

This study illustrates the growing influence of digital marketing on rural consumer behavior in the Thiruvallur district. The findings demonstrate that rural consumers are increasingly cognizant of online platforms and are affected by social media, video demonstrations, and peer recommendations in their purchasing decisions. Younger, educated, and middle-income respondents exhibit greater engagement, whereas older and less educated consumers display caution stemming from issues related to trust and digital literacy. Factors including regional-language content, secure payment options, and reliable delivery services substantially influence adoption and purchase intentions. Infrastructural challenges and limited digital literacy hinder the full utilization of digital marketing. However, culturally sensitive strategies and vernacular campaigns can improve engagement, trust, and foster long-term brand loyalty. The study emphasizes the potential of digital marketing to enhance rural markets, contingent upon marketers overcoming barriers associated with trust, accessibility, and local preferences, thus promoting more inclusive and effective consumer outreach in rural India. Results confirmed that all the five digital marketing factors are significant predictors of Rural Consumer Behaviour. The findings indicate that enhancing website quality, sustaining active social media engagement, and ensuring credible online advertising and influencer partnerships are essential strategies for brands aiming at rural markets.

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