

## Trends and Developments of Digital Marketing and Digital Ecosystem Model for Rural Market Growth in India

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### Abstract

**Purpose** - The purpose of the research is to provide a suitable digital ecosystem model, by which the rural producers, manufacturers and traders can able to sell the rural products not only in rural or state level but also in global level. As a result, the rural market growth will be happening in rural India.

**Design/methodology/approach** - A conceptual research is done where the more than 40 literatures are studied on the Trends and Developments of Digital Marketing Ecosystem and Rural Market Growth in India. However, the digital marketing is viable for urban and global business, but unusual in the rural market. So that a digital marketing ecosystem model for rural market growth is proposed. The literature variables and model preferences are matched and a hypothesis is drawn. The significant values from the results of literatures are analysed.

**Findings** - There is a positive impact of digital marketing trends on rural market growth. The research discloses the digital marketing and word of mouth are appealing to the rural economy. Additionally, the social media and digital platform are promising in the rural market and tribal consumers.

**Originality/value** - The paper states the trends and developments of the digital market in rural India. A conceptual digital ecosystem model is designed to the rural market, by which the rural traders can sell their produce easily in the state level, national level and in the global market.

**Keyword:** Trends and Development, Digital Platform, Digital Marketing, Conceptual research, Psychoanalytic analysis, Digital Ecosystem, Rural Market Growth.

**Paper type** - Conceptual research paper

## I. Introduction

Information to rural and from rural to global was one of the challenges in India. Former Prime Minister Sri Rajiv Gandhi and presently telecommunication engineer Sam Pitroda had made possible to enrich the information and broadcasting system in India. Then after, the telecom and mobile phone revolution has connected each person of India in one platform. For the last seven years, the digital innovation, the term “Digital” is popularized in India by our present Prime Minister Sri Narendra Modi with a vision to reduce the gap between people and Government to work together with a slogan “Sabka Sat, Sabka Vikas” means “With all, Prosperity to all”. The question arises that whether the digital marketing gives any boost to rural economy. Is there any model to fit in the rural for helping the rural businessman for global presence? So that the association of digital marketing digital ecosystem, and rural market growth model in rural India is studied. Paper based information sharing is changed into an electronic information system with internet, electronic mail and short message services (Merisavo & Raulas, 2004) and from the traditional pattern of emerging digital one (Prahalad & Ramaswamy, 2004). Web designing along with the increased online advertisement which is confirmed by the consumers worldwide in social networking and education (Lodhi & Shoaib, 2017). Observation from Hoge (1993)’s information sharing systems between the sellers and buyers to (Tripathy & Das, 2020)’s effective digital marketing. The predominance of the websites in the children’s education and games (Rowley, 2004) to the influence of social media marketing on the customers (Yasmin et al., 2015). The development of digital marketing (Chaffey, 2011; Alamäki & Korpela, 2021) are largely found from the development of electronic marketing (e-marketing) (Chaffey, 2011). The base of digital marketing has started from the kiosks, television advertisement, mobile advertisement, online ads and internet based all kinds of advertisement messages to attract the consumer base (Chaffey & Smith, 2008). The consumer information is generated through customer information satisfaction (CIS) to study consumer purchase behavior (Rai, 2018), (Giese and G., 2000). A positive relationship between the consumer buying behavior and internet security is found (Javadian Dehkordi et al., 2012), beneficial to the buyer and seller (Magano & Cunha, 2020).

The literature review has shown the trends in digital marketing, rural market growth. Where the research gap is found that there is no proper platform for the rural producers, manufacturers, and traders in rural market, by which they can grow their business to global extend. Based on the gap, a conceptual model is prepared, where the digital technology and changing paradigms of rural market are included.

Secondary data are analyzed and well addressed by D. M. Buss et al. (2001)’s knowledge of conceptual research. Where the main conceptual research is based on (1) Trends of Digital Marketing, (2) Development of Digital Marketing, (3) Digital Marketing models and (4) Rural Market Growth. The objective of the study is to study the influence of trends and developments of digital marketing on the rural market growth. The hypothesis is tested through significant values drawn from literatures. The tested hypothesis is “Trends and Developments of Digital Marketing had an insignificant influence of Rural Market Development”. Finally, the H<sub>1</sub>: “Trends and Developments of Digital Marketing had significant influence on Rural Market Development” is accepted. The future scope of research shows a path to do the empirical analysis of the impact of digital ecosystem adoption on the rural market growth is the future scope of the research. A conceptual model (Model of Digital Ecosystem in Rural Market) is prepared and suggested to the

traders, policy makers and corporate to implement the model in rural market hubs and include the rural businessman in the global digital ecosystem for rendering their business not only in the local level, but also in global level.

## **2. Literature Review and Conceptual framework**

### **2.1. Trends of Digital Platform**

The trends and developments of digital marketing in rural India is existing (Jayadatta & Abhinaya, 2018), still there is a conflict in channels of distribution (Aithal & Maurya, 2017). The customer engagement (van Heerde et al., 2019) and (Heerde et al., 2019) and psychoanalytical (Dreher, Anna. U., 2018) behavior of consumers is regarded to create the foundation digital platform. This platform is (Bala, Madhu and Verma, 2018) is the changing paradigm in rural India, where the social media impacts on consumers behavior (Elisa beta I., I. S., 2014) and consumers behavior path to customer satisfaction (Flavián et al., 2019). Engaging to the unengaged customers (Harald J. van H., Isaac M. Dinner, & Scott A. N., 2019) in rural India is the recent trend marketing strategies of rural marketing in India (Jaya Datta S, Abhinaya, H., 2018; Sambrani, 2019). The paradigm shift causes changing future of rural marketing in India (Sambrani, 2019), which is presented for understanding the marketing channel length in rural India (Aithal, R. K., & Maurya, H., 2017). (Ordanini & Parasuraman, 2012) and (Javadian Dehkordi et al., 2012) had viewed a conceptual study on e-marketing and its' operation on the firm's promotion and understanding customer's response. The trends of digital platform came to peoples' touch in the form of Television, Telephone, Desktop, Laptop, Mobile Phone and presently smart phone. The Development of Digital Marketing is streamed in the way of internet, email, web browser, webrooming, fun practices, video surfing, etc., (Flavián et al., 2019). Recently, the digital platform is used in rural consumers for the fulfillment of basic needs through digital searching and cross-channel shopping for their final consumption (Flavian, Carlos., and Raquel et al., 2018). (Dhiran & Pradesh, 2018) has suggested the macro level strategy for the rural market, where the accessibility, affordability and availability make the rural market presence.

(Krasyuk et al., 2022) has denoted the digital ecosystem for market selection, marketing channels, distribution system in their conceptual framework for regional economic development through favorable conditions for the development of innovative business model. (Kolagar et al., 2022) are agreed upon the digital adoption by SMEs for international business growth. Both the buyers and sellers are sharing the information in a such digital platform for better experience in B2B and B2C of value based selling (Alamäki & Korpela, 2021). The digital platform and ecosystem have become the important role in business expansion (S. Yablonsky, 2020). Not only the big business houses, but also small businesses have also adopted digital ecosystem, because the digital ecosystem has a positive impact on the agricultural processing business (Chinakidzwa & Phiri, 2020). The digital marketing capabilities affect positively to the digital marketing capabilities, (Chinakidzwa, M., & Phiri, M., 2020).

### **2.2. Development of Digital Marketing**

(Raoul V. Kübler & Anatoli C. & Koen H. Pauwels., 2019) studied the brand selection attitude of consumers through digital media to attend the mindset matrix of brand selection of the consumers. The webrooming helps in the consumer's search process

(Flavián et al., 2019) and solves the channel conflict for the customer engagement and customer service (Aithal & Maurya, 2017). The customer engagement happens through fun practices, video surfing, learning practices, customer feedback (Eigenraam et al., 2018). The emotional behavior of the customer is identified by the companies about the customers' brand engagement through digital media such as email, Facebook, LinkedIn, and WhatsApp and many more. Information is shared from the company to the consumer base to aware about the product. The brand information of L'Oréal's brands is usually shared through email to the respective customers to attend the brand loyalty (Merisavo & Raulas, 2004)). The digital marketing is adopted in India (Tandon, Nidhi. 2018), even though many challenges of it (Fareeda, 2016), especially in rural India. (Jayadatta & Abhinaya, 2018). In the first stage, the digital marketing has happened by using electronic internet, electronic mail and short message services (Tripathy & Das, 2020), (Yasmin et al., 2015) and (Merisavo & Raulas, 2004). The customer's role has changed from traditional patterns to emerging digital one (Pralhad & Ramaswamy, 2004), (Rai, 2018). Whereas, Hoge (1993) also had forecasted and given message about the electronic in very early in 1990s. The second stage is developed to information sharing in between seller and buyer in the context of recent trends. The trend has shifted from (Rowley, 2004) child's community's participation in web-based education and games to social media marketing (Chaffey, 2011). Trending to the above, only the messages were attracting the consumer base (Chaffey & Smith, 2008) in that period. The consumer information also is generated through customer information satisfaction (CIS), which is being used in recent trend, mentioned by (Yasmin et al., 2015), (Rai, 2018) and (Tripathy & Das, 2020) as said in early 2000 (Giese and G., 2000). Even the authors (Javadian Dehkordi et al., 2012) were agreed upon the positive relationship between the consumer buying behavior and internet security for securing the consumers' interest.

Presently many Asian countries are also using the digital form of marketing so as it is beneficial to all. Web designing (Ross., 2016) along with the increased online advertisement (Gupta et al., 2018) is widely used by the consumers worldwide in social networking, especially by Facebook and education (Krishnamurthy & Sin, 2014) and varies the consumer behavior by the impact of social media. (Ioanās & Stoica, 2020), but in a secured way. Respective to customers' attainment of the brand loyalty, mentioned by (Merisavo, M., & Raulas, M., 2004), (Logambal & Ph, 2016) had opinions on the development of marketing activities in the form of print and electronic media advertisement in India. (Sambrani, 2019) and (Tandon, Nidhi. 2018) have shown the digital marketing as an opportunity in rural India, but was challenging one in rural marketing (Fareeda, 2016). The emerging trends of rural marketing. (Jayadatta & Abhinaya, 2018) denotes the recent growth trend of rural due to sustainable growth and increase in purchasing power of people due to digital payment system, which made the digital purchasing cost effective one (Bala, Madhu and Verma, 2018) for rural customers. (Aithal & Maurya, 2017) had explained that the regional based external environment influences the buying behavior of rural consumers. Deepti, S. (2010) also found the scattered nature of the rural market.

According to L.K. Vaswani, A, Rajesh., Pradhan, D. (2005), the rural market should be focused on rural enterprises and urban enterprises. In year 2016, Government of India has initiated the digital ecosystem as "GEM Portal <https://gem.gov.in>" and ONDC (open network for digital commerce), (Year 2022) for the India Market. But the same is not a

special model for the rural market. Especially there is no digital hub along with the distribution channel which is suited for rural in this platform. Because the digital marketing system as a tool in the form of the mobile apps, internet-based marketing and web information sharing among the rural people which is not available in single window service for rural people, where rural people can do their business in that single window. In year 2018, (Shirisha, 2018) had conformed about the acceptance of the digital platform as the new dimension for selling and purchasing the product in regards to B2B and B2C. In India, nearly 72 percent of the population who contribute around 50% of the GDP of our country (Vaswani & Sridhar, 2005). But the same platform is missing in rural India for rural traders. Merisavo, M., & Raulas, M. (2004) have mentioned the changing pattern of marketing from traditional to electronic information system with the help of the internet, electronic mail and short message services.

Merisavo, M., & Raulas, M. (2004). The customer's role has changed from traditional patterns to emerging one (Pralhad and Ramaswamy, 2004), internet based (Chaffey & Smith, 2008). The consumer information also is generated through customer information satisfaction (CIS) is being used in recent trend (Rai, 2018),(Giese et al., 2000). (Javadian Dehkordi et al., 2012) also said there is a positive relationship between the consumer buying behavior and internet security. Presently many Asian countries are also using the digital form of marketing so as it is beneficial to all.

Web designing along with the increased online advertisement (Gupta and Bakshi et al., 2018), is widely used by the consumers worldwide in social networking and education (Krishnamurthy & Sin, 2014) and (Das, 2014), (Ioană & Stoica, 2020). (Vaswani & Sridhar, 2005) denoted the positive impact of social media on the interaction with new students to draw attention to them. (Dominici et al., 2017) has given their view about the value creation and Co creation in the rural or tribes consumer base through cyber access. Moreover, the light, sound, music, and the punch line of advertisement have positioned the product in the mind of the viewer that they became the consumer of any product at least once. The creation and co creation in the rural or tribes consumer base through cyber access (Dominici et al., 2017) to control the people's choices (Logambal & Ph, 2016).

### *2.2.1. Digital Marketing*

Digital marketing adopts the diffusion of messages through a search engine, web casting, email and click ads through laptops, palmtops, mobile phones and tablets. The marketing activities through digital media include email, Facebook, LinkedIn, and WhatsApp and many more. Information is shared from the company to the consumer base to learn about the product. The brand information of L'Oréal's brands is usually shared through email to the respective customers to attend the brand loyalty, mentioned by Merisavo, M., & Raulas, M. (2004). Agreed upon the above views, (Logambal & Ph, 2016) had opinions on the development of marketing activities in the form of print and electronic media advertisement in India. Advertisement is the base of digital marketing in India for many years in India. Celebrities of Hindi cinema of golden era had given their benchmark to advertisement in electronic media radio, movie and mice public publicity. (Sambrani, 2019) has stated the present scenario of rural marketing opportunities in India. The digital marketing has taken over the traditional direct selling in rural India. Whereas Tandon Nidhi (2018) has explained the development of global advertisement to digital adoption from advertisement India both by Government organizations and private companies. Over

and above the benefits, the challenges and strategies of rural marketing are given by (Sambrani, 2019) and (Fareeda, 2016), seeking the digital marketing in rural India, is not told by them as the emerging trends of rural marketing. (Jayadatta & Abhinaya, 2018) denotes the recent growth trend of rural in terms of sustainable growth and purchasing power of people.

The manual to machine adoption has taken place in rural India. The digital payment system is well accepted and used by rural people. (Bala, Madhu and Verma, 2018) had identified that the digital marketing is one of the cost-effective ways to reach to the customer and identify the consumers' need. (Aithal & Maurya, 2017) had explained that the regional based external environment influences the buying behavior of rural consumers. The scatter approach of rural consumer influences the marketing strategy. Deepti, S. (2010) also found the scattered nature of the rural market. The model of rural market is understood based on Hat and irregular buying capacity of rural consumer. According to L.K. Vaswani, A, Rajesh., Pradhan, D. (2005), the rural market should be focused on rural enterprises and urban enterprises. There must be dual prospects in rural market. Accordingly, the companies should choose a strategy. In year 2016, Government of India has initiated the digital ecosystem as "GEM Portal <https://gem.gov.in>" and ONDC (open network for digital commerce) in Year 2022 for the India Market.

But the same is not a special model for the rural market. Especially there is no digital hub along with the distribution channel which is suited for rural in this platform. Because the digital marketing system as a tool in the form of the mobile apps, internet-based marketing and web information sharing among the rural people which is not available in single window service for rural people, where rural people can do their business in that single window. In year 2018, (Shirisha, 2018) had conformed about the acceptance of the digital platform as the new dimension for selling and purchasing the product regards to B2B and B2C. He also said that Digital Marketing is the time saving marketing process to provide better exposure to products in very less cost. Thus, a new dimension of digital ecosystem to be created in rural for rural market growth. In India, nearly 72 percent of the population who contribute around 50% of the GDP of our country (Vaswani & Sridhar, 2005). Corporate is focusing on the rural market to sell their products, but no ways to move the rural product to the global.

In such situation, one vital factor is "trust" which is governed by both consumers and the company only for urban and global products. Starting from the Magazines and other published papers in the 1<sup>st</sup> stage of the digital marketing to the controlled digital marketing system is only rolled out to churn the rural money. The process of print media is also controlled by the power of digit used in electrical and electronic command "0" and "1". Even though, it is a recent trends' continuous development. The subjective concept has been used for many years. The electronic information system is changed to with internet, electronic mail, and short message services, (Merisavo, M., & Raulas, M., 2004). The customer's role has changed from traditional patterns to emerging one (Pralhad and Ramaswamy, 2004). Hog (1993) also had forecasted and given message about the electronic or other form of information sharing in between seller and buyer. Rowley (2004) had said that the child's community is predominated by the websites relating to education and games, whereas the social media marketing is influencing the customer (Chaffey, 2011). Overall, the digital marketing in the form of the kiosks, TV advertisement, mobile advertisement, online ads, and internet based all kinds of advertisement of the message is

attracting the consumer base (Chaffey & Smith, 2008). The consumer information also is generated through customer information satisfaction (CIS) is being used in recent trend (Rai, 2018), Giese et al., 2000). (Javadian Dehkordi et al., 2012) also said there is a positive relationship between the consumer buying behavior and internet security. Presently many Asian countries are also using the digital form of marketing so as it is beneficial to all. Web designing along with the increased online advertisement (Gupta and Bakshi et al., 2018), is widely used by the consumers worldwide in social networking and education (Krishnamurthy & Sin, 2014) and (Das, 2014), (Ioană & Stoica, 2020). (Vaswani & Sridhar, 2005) denoted the positive impact of social media on the interaction with new students to draw attention on them. The word of mouth in the tourism sector has an insignificant influence on consumer behavior whereas the present digital trend has a positive impact on the purchase behavior. A conceptual model such as (a) Digital Marketing influences digital marketing capabilities; (b) Digital marketing capabilities affect digital influence digital marketing assets through feedback form; (c) Digital Marketing capabilities influence positively to digital marketing activities. They clearly state that digital marketing activities through feedback platform has an insignificant influence on Agra firm performance in Zimbabwe. Digital marketing is the new wave of marketing which uses the internet as a tool to promote a product or service through mobile applications, laptop, desktop, and a personal computer. The objective of digital marketing is to identify the consumer and their preference through open ended choice-based tabs. The source is arrived since the innovation of the internet and email system. These are used as platform of digital marketing. (Dominici et al., 2017) has given their view about the value creation and Co creation in the rural or tribes consumer base through cyber access. This is one of the best ways to draw attention of new students through digital marketing strategy.

### *2.2.2. Evolution of Digital Marketing in Rural India*

The business became easier due to telephone, internet, and mobile phones. Contact with prospects, new people, customer, and other stakeholders are now easier due to fast communication. The invention of Telegraph, Telephone, Television set, Internet and E-mail, the pace of business became fast and quick in one touch. Later, the revolution of user-friendly mobile technology has a great impact on Global business interface. The E-Commerce and Online business transaction has increased the consumer base not only in Urban, but also in rural. The technology has connected the people in one domain. But the revolution of color television has a great role to attract the viewers to the point of purchase. The movies, ads have changed the consumer preference a large. The celebrity advocacy starting from Charlie Chaplin to Amitabh Bachchan has made this world consumer centric market. Moreover the light, sound, music and punch line of advertisement have positioned the product in the mind of the viewer that they became the consumer of any product at least once. (Dominici et al., 2017).

### *2.2.3. Need of Digital Marketing in Rural India*

Digital marketing displays pictures, music, images, and videos about the product information and provides the chance to visitors and viewers to select or discard. The viewers become consumers and customers or initiators. The theory of probability "Chance of "0" or "1" is used to identify the choices, preferences and needs of the viewers. Ultimately the company identifies the consumer base easily. Frequency of visit to a product or

company website and YouTube's increase the chances of online purchase of product or services. In some cases, the visitor must provide his profile to the website to know more details about the product or service. Visitors provide detailed information about his name, date of birth, email id, place, profession, and income. Finally, the company has got the class intervals of frequency of visitors. (Dominici et al., 2017) had given their view about the value creation and Co creation in the rural or tribes consumer base through cyber access.

*Stage1.* The likes or disliked in the webpage, satisfies the definition of probability as the Classical or a priori probability.

*Stage 2.* The profile study of visitors' base defines the theory of relative frequency  
A theory which helps in identification of occurrences of the consumer base of relative frequency.

*Stage3.* When the company shows the product offers to the visitors, the visitors select or deselect the quantitative data and qualitative data, provides subjective approach of probability of converting the visitors into consumer or customer.

*Stage 4.* Now mutually exclusively data are gathered to find the result of occurrence or positively happening of events either sale of purchase, stated as "1", defines the Axiomatic of probability or mutually exclusive events.

#### *2.2.4. Recent developments of Digital Marketing in Rural India*

Generally, the postal communication was one of the communication infrastructures in rural India. There was a single telephone in every post office for urgent communication. But the adoption of mobile phones has changed the tradition one. The communication became so fast and continuous. Business grew due to mobile phones still there was a gap, gap of multidimensional information. The concept of Digital India has all those facilities included health, education, utility bill payment, banking, online purchase, reduced the gap of information.

Now the traders use digital platform to perform their business. Starting from villagers, farmers, rural health workers, small shopkeepers, peddlers, hawkers, and daily wagers also depends on the digital quick information. Generally, the payment and receipt of rupees became easy to address by rural people, which saved more time of rural people. The digital information has given more information to people. Rural people search more facilities and product through search engine and Google. Company could easily identify the probable group of users and vendors also in rural. Because the advertisement in recent trend controls people's choices (Logambal & Ph, 2016).

### **2.3. Rural Market Growth**

Understanding the present scenario of digital age, the concept of "Trends and Developments of Digital Marketing in Rural India" is focused in this research to craft a digital marketing strategy (Pelsmacker et al., 2018). Simultaneously their need has increased over above the fulfilment of basic needs (Flavian, Carlos. & G., Raquel & O., Carlos., 2018). They had noted about the digital searching and cross-channel shopping by the consumer to satisfy their needs. (Patrick De, P., et al. S., 2016) have used digital platform to review the performance of hospitality industries in Belgian hotels. They found the digital marketing strategy affects both volume and valence of performance. (Magano & Cunha, 2020) have found the positive impact of mobile network in mobile marketing on rural market growth. (Sambrani, 2019), (Tandon, 2018) (M. Kreethi K., 2018).According to



David A. Mc G., Timothy R. W., Dayton M. Lambert (2011), the technology and Knowledge is demonstrated in rural that are strongly associated with rural economy. The new paradigm will provide growth to education, tourism and industry-firm, communication etc. Gupta, Ashish. (2011) had depicted the growth of rural economy due to increase in income and consumption in rural India. (Goyal, 2010) had also stated the use of digital/internet kiosks along with warehouse to provide information about wholesale price to the farmers and to facilitate the warehouse facility. It has positive impact on the functioning of the rural agriculture market in central India, Madhya Pradesh State. Today the same is reflected in rural India. The consumption of FMCG products, Consumer Durable products, Health care, personal care, Mobile phones and Two Wheelers, Four-Wheelers are increased significantly in rural India. Mobile phone and telecom network are not enough, the digital ecosystem should be available in the rural India to endorse legal existence of small firms, distribution of the goods and services by promoting them widely (Krasnyuk et al., 2022). The digital marketing is adopted in the rural tourism in the state of Portugal (Magano & Cunha, 2020), where the authors has denoted that the digital marketing is a new scientific area which is included in contemporary marketing system and found a huge growth in the pace by engaging the customers. The same digital platform has changed behavior visitors through digital platform (Eigenraam et al., 2018), and engaged them in such platform for more times. Furthermore, the trends of the recent literatures are studied to understand the actual development of digital marketing and summarized in **Table 1**. The trend has started from online marketing in year 2016 and changed into digital ecosystem in year 2022.

**Table 1 Literature Trends: Year (2016-2022)**

<b>Sl. No.</b>	<b>Authors</b>	<b>Year</b>	<b>Concepts</b>
<b>1</b>	(Krasnyuk et al., 2022)	2022	Digital Ecosystem
<b>2</b>	(Magano & Cunha, 2020)	2020	Change in buying Behavior
<b>3</b>	(Chinakidzwa & Phiri, 2020)	2020	digital marketing resources, capabilities and market performance
<b>4</b>	(Heerde and Harald et al., 2019)	2019	Customer Engagement, Engaging the unengaged customer
<b>5</b>	(Flavián et al., 2019)	2019	Understanding the Consumer's Path to Satisfaction
<b>6</b>	(Sambrani, 2019)	2019	Future trend of rural Marketing
<b>7</b>	Flavian, Carlos., and Raquel et al. (2018).	2018	Cross-Channel Shopping
<b>8</b>	(Eigenraam et al., 2018)	2018	Customers' brand engagement and emotional behavior
<b>9</b>	Dreher, Anna. U. (2018)	2018	Conceptual Research, Psychoanalysis
<b>10</b>	Jayadatta, S., & Abhinaya, H. (2018)	2018	Recent trends, changing future, marketing strategies of rural marketing in India
<b>11</b>	Tandon, Nidhi (2018)	2018	Advertisement
<b>12</b>	Bala, Madhu and Verma, D. (2018)	2018	Digital Marketing in Rural India.
<b>13</b>	D. Prasanna Kumar, et al.	2017	Draw attention,

	(2017)		Digital marketing strategy
<b>14</b>	(Dominici et al., 2017)	2017	Co-creation in Tribe Consumer
<b>15</b>	Fareeda, N. and S. (2016)	2016	Trends in rural marketing
<b>16</b>	(Logambal & Ph, 2016)	2016	Advertisement
<b>17</b>	Ross., L. T. (2016)	2016	Web Designing, online Advertisement
<b>18</b>	(Pelsmacker et al., 2018) Patrick De, P., S, T. and Christian H. (2016	2016	Digital Marketing Strategy, Online Marketing

#### **2.4. Research Gap**

The recent trends and developments of the digital marketing has made it possible that the global produces could able to reach to every corner of the rural India, but in reversal, the rural producers, manufacturers, and marketers are not able to make their produce reachable to the global market effectively. Although the Government of India have given a platform as “Government e-Marketplace (or e-Marketplace)” which is an online platform for public procurement in India. But the model does not speak about rural producers, manufacturers, marketers in its special reference. So that the private players or else the public-private partnership (PPP) mode intervention is required to fill the gap, wherein the rural stakeholders will able to sell their products in the global market.

#### **2.5. Conceptual Framework**

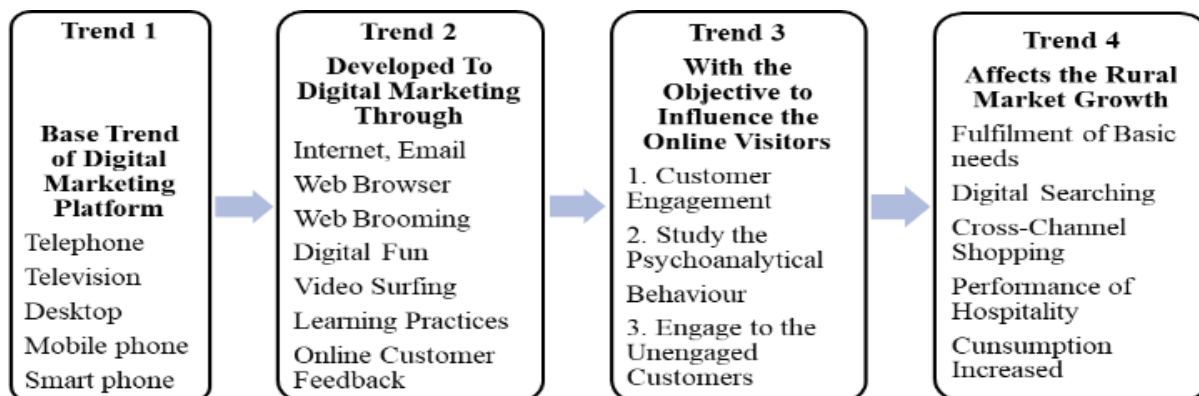
The social network influences the buying behavior of customers in Thailand for purchase of clothes (Napompech, 2014). The impact of digital marketing on the customers’ purchase intention on tourism in Portugal (Instituto, 2020). Digital marketing plays as a vital analytical tool in study of new age consumer behavior of the youth for either buying and selling in Mumbai (Desai et al., 2019). A conceptual digital ecosystem model is developed by (Pelletier & Cloutier, 2019), exclusively for SMEs through the “service dominance S-C logic” and “Turnkey IT applications”. (Verhoef & Bijmolt, 2019) have developed a new digital business model, which deals with digital transformation (strategy, consequences and capabilities), market effects and firms’ performance. (M. Kreethi K., 2018) has given a conclusive statement that the digital marketing is cost effective, informative, trustful and shopping experience, which influence the consumer purchase behavior positively. (Heerde et al., 2019) has found that the digital platform has engaged the unengaged customers to increase the customer value. Now the question is that “is it reliable for rural market?”. (Tandon, 2018) has denoted that the digital platform influences lifestyle of rural people but scare to ways and mean to improve the economic condition of rural people. (Ehavior & Pavlou, 2002) have denoted that the technology is used to build the trust among the customers. Whereas the cost efficiency, better customer relationship and market sensing are sensed through digital marketing resources (Chinakidzwa & Phiri, 2020), especially market capabilities of Agri-processors. (Pelsmacker et al., 2018) had taken online feedback and review of hotel chain business from 132 Belgian hotels and the performance of hotels are found positive in that online review. Here, (Heerde et al., 2019) has stated the role of mobile phones to engage the unengaged customers by any cause. Because the digital engagement through mobile phone is more convenient (van Heerde et al., 2019). The psychological change of trends and developments in digital marketing and rural market growth is studied in above literatures and stated in **Table 2**

**Table 2 Psychoanalytical study of Trends and Developments of Digital Marketing, and Rural Market Growth**

<b>Trend 1 Trends of Digital Platform</b>	<b>Trend 2 Developments in Digital Marketing</b>	<b>Trend 3 Digital Marketing Models</b>	<b>Trend 4 Rural Market Growth</b>
<ul style="list-style-type: none"> <li>• Television</li> <li>• Telephone</li> <li>• Desktop/Laptop</li> <li>• Mobile Phone</li> <li>• Smart phone</li> </ul>	<ul style="list-style-type: none"> <li>• Internet</li> <li>• Email</li> <li>• Web browser</li> <li>• Webrooming</li> <li>• Fun practices</li> <li>• Video surfing, learning practices, customer feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Engagement</li> <li>• Psychoanalytical behavior</li> <li>• Engaging to the unengaged customers</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilment of basic needs</li> <li>• Digital searching</li> <li>• Cross-channel shopping</li> <li>• Performance of hospitality</li> <li>• Consumption increased</li> </ul>

The data driven by the literatures are summarized in **Table 1** and **Table 2** and **Figure 1**. The trends of literature depict an invisible psychological structure of development of the digital marketing to control the market growth. Initially the observed trend, *Trend 1* of digital that the people are using television, telephone, desktop, laptop, mobile phone and smart phones for marketing communication. Later, the Trend 2 has arrived where the marketers, people, consumers have used internet, email, browsing, fun practices, video surfing, video practices for interacting the customers and visitors in online feedback format etc. The base trend, *Trend 1* and *Trend 2* of digital marketing platform is observed in initial years and understood the shifted trend- *Trend 3* with the objective to influence the online visitors in such ways (1) Customer Engagement, (2) Study the psychoanalytical behavior, (3) Engaged to the unengaged customers. Presently the Trend 4 denotes the effect of digital marketing on the (1) Fulfilment of basic needs, (2) Digital Searching, (3) Cross-Channel Shopping, (4) Performance of Hospitality and (5) Consumption Increased. The above concept is summarized in the conceptual framework of digital marketing and rural market growth in **Figure 1**, as per the Table 1 and Table 2.

**Figure 1 Conceptual Framework of Digital Marketing and Rural Market Growth**



Source: Dr. P.K.Padhi

The Figure 1 states that the base of the digital marketing platform is developed to advanced one through internet, web, and videos etc. The basic objective of adoption of such platforms

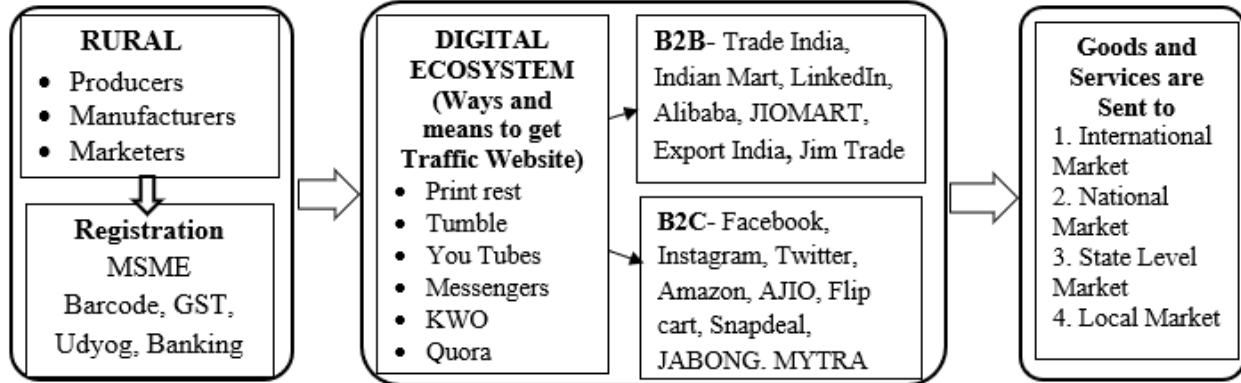
is to increase the customer engagement and to study the consumer behavior. In this way, the global marketers have got mileage to increase the business everywhere.

## **2.6. Digital Ecosystem Model**

(Eigenraam et al., 2018) has given a model of digital platform which states the customer engagement through digital engagement practices (fun practices, learning practices, customer feedback, work for a brand, talk about a brand) which influence the Customer Brand Engagement (Cognitive, Emotional and Behavioral). In the same pace, (Memisevic & Memisevic, 2022) has used webometrics to enhance the reputation of universities, similarly the rural brands may be added to such technology to make it reputed one. (Krasnyuk et al., 2022) has also agreed and have used digital ecosystem for giving value to the distribution system to approach the ultimate distribution solution. (Kolagar et al., 2022) have developed a digital ecosystem for SMEs to connect the SMEs to the mainstream global market through digital service, digital awareness, digital service innovations, digital service mass customization through ecosystem knowledge strategy, with an aim to integrate the SMEs into the value co-creation. The digital ecosystem helps the organizational selling activities, shifting from the B2B to B2C, through digital transformation B2B to B2C, values based selling support by digital platform, contents, means, and tools after managing the challenges of the selling. (Alamäki & Korpela, 2021). In the same angle, the authors (Ciasullo et al., 2021) have also explained a model of digital ecosystem where the co-creation, viability and antecedents which positioned the platform for the ultimate value-based outcomes. (Chen et al., 2021) have given a digital business model, where the digital ecosystem contains (i) Value Proposition, (ii) Value Delivery System, (iii) internal value cauterization, (iv) supply and distribution channel, (v) ecosystem value capture are added to first-order codes with the second order codes through the digital ecosystem. (S. A. Yablonsky, 2019) has introduced Multi-Sided Platform inclusive of (a) Digital Architecture, (3) Required Hardware Components, (4) Rules & Regulations, and Implementation Strategy for affiliation of both customers and producers. (Saberian et al., 2020) have shared a conceptual framework where they have linked the digital platform quality dimension and platform customer experience with customers' purchase intention. (Media, 2016) had made possible for the marketers to reach to the customers easily and constantly. Always, there is a digital ecosystem for urban and global manufacturers, where the urban and rural

customers are captured and engaged through digital media, business grows upward trend. On this observation, the “model of digital ecosystem in rural market” is developed in **Figure 2**.

**Figure 2 Model of Digital Ecosystem for Rural Market Growth**



**Source:** Dr. Bhavyadeep Bhatia

Based on the above literatures, a “Model of Digital Ecosystem in Rural Market” is developed to ensure the ways and means of adoption of digital model for the rural market growth. (Kumar et al., 2017) have used digital marketing strategy in the state of Telangana and Andhra Pradesh in technical education for reaching the student each corner of the state. The model (Figure 3.2) states that the rural producers, manufacturers, and marketers should have legality of objects to perform the business such as registration of business with MSMEs registration, GST, Udyog and inclusive of banking facilities. The whole legal system is correlated with the domain digital ecosystem, developed for rural market to provide link of distribution system, warehousing, and other aids to trade. But the basic problem of rural business is to endorse the customers. Digital ecosystem enables customer endorsement through the traffic flow for rural market through traffic website such as Print rest, Tumble, YouTubes, Messengers, KWO and Quora. So that the rural producers, manufacturers, traders can able to take opportunities of a set of visitors and customers database to sell their goods and services in rural, state level, national level and Global market with the hassle-free promotion, sales and distribution system.

The digital ecosystem (**Figure 2**) is created for the consumer base of B2B and B2C players in this digital platform. The players play a vital role to actualize the traffic flow information and close the sales as soon as possible. The digital marketers in B2B and B2C uses the inbuilt distribution network and send the goods and services to the ultimate customers in international market, national market and in local market. If the same ecosystem model is applied in rural market, then the rural producers, manufacturers, and marketers, will have the same benefits and facilities for endorsing the rural produce to the global market. There will be a rural market growth economically. And due to the rural economic growth, the rural people can fulfill the basic needs. On the other hand, the platform can provide ecosystem for cross channel shopping in the rural market through overall customers digital searching of rural products. Finally, the ecosystem will create favorable hospitality for

digital visitors and result to increase in consumption of rural produce. Endlessly, the whole act will affect positively to the rural market growth as mentioned and related in Figure 2.

#### 4. Methods

The literatures from valid articles and websites are studied to find out the trends and developments of digital marketing in India. Secondary data from the literatures are analyzed to find out the trends and development of digital marketing in rural India. A conceptual relationship is created based on guided lines of (D. M. Buss et al., 2001). AU Dreher (2018) has explained concepts of conceptual research in his book “Foundations for Conceptual Research by presenting the treatment of “Psychoanalysis” theory in conceptual research. It denotes to all systematic attempt to clarify the explicit and implicit use of concepts in research process. This conceptual research is based on: (1) Trends of Digital Marketing, (2) Development of Digital Marketing, (3) Digital Marketing and (4) Rural Market Growth. More than 40 literatures are studied out of which 17 literatures are selected to incorporate the main variables and sub variables from the period year 2016 to 2022. The literature trend year (2016-2022) states in the Table 2 mainly based on

- (1) Year 2016 (Advertisement, Online Advertisement, Online marketing, Web designing, and digital marketing strategy in rural market).
- (2) Year 2017 (Digital marketing strategy to draw attention to co-creation of consumers in rural market).
- (3) Year 2018 (Psychoanalytic study of Cross-Channel shopping, customers’ brand engagement and their emotional behavior through digital platform)
- (4) Year 2019 (Customer engagement, engaging the unengaged customer through retail mobile app., to understand the customers’ path to satisfaction to forecast the future trends of rural marketing).
- (5) Year 2020 (Recent trend shows the change in buying behavior due to digital marketing resources, capabilities which causes market performance).
- (6) Year 2022 ( (Krasyuk et al., 2022). Digital ecosystem structure formation depending on the archetype of distribution network participants.

#### 4.1. Objective and Hypothesis:

Objective: To Study the influence of trends and developments of Digital Marketing Ecosystem

on the Rural Market Growth.

Hypothesis: Trends and Developments of Digital Marketing Ecosystem has insignificant influence on Rural Market Growth.

H<sub>0</sub>: Trends and Developments of Digital Marketing Ecosystem has insignificant influence on Rural Market Growth.

H<sub>1</sub>: Trends and Developments of Digital Marketing Ecosystem has significant influence on Rural Market Growth.

#### 4.2. Data Analysis:

The significance values of research literatures are considered for ascertaining the result of the hypothesis “Trends and Developments of digital marketing has insignificant influence on rural market Growth”. The significance values are presented in the **Table 3**, taken from specific literatures as the secondary valid data.

**Table 3 Data Analysis from secondary data from Literatures**

Sl. No.	(A= Author, S= Sample, IV= Independent Variable, DV= Dependent Variable, Sig=Significance Value, R=Result and Findings)
1	A= (Magano & Cunha, 2020), S=607, IV-Trends, Mouth to Mouth, DV=Tourism Performance, Sig = (0.000, 0.000), R= Brand Value is assumed a positive value
2	A= Chinakidzwa, M., & Phiri, M. (2020, IV= Marketing Capabilities, Subsistence Marketing, DV= Market Performance (AGRO), R= Digital Marketing Capabilities positively affect Digital Marketing Activities
3	A= (van Heerde et al., 2019), S= 629, IV= app access, DV= Purchase, S= 0.045, R= Distant customers exhibit a stronger transaction of app access to purchase
4	A= Flavian, Carlos., and Raquel et al. (2018), S= 368, IV= Webrooming, Search process satisfaction, DV= Confidence in making the right purchase, S= $\chi^2(2) = 46.65$ , $p < .001$ F (1,462) = 3.794, $p < .05$ ), R= Higher Satisfaction, Right purchase for right purchase group
5	A= Jayadatta, S., & Abhinaya, H. (2018), IV= Communication Technology, DV= Boost the rural economy, R= The rural marketing is appealing to rural economy.
6	A= (Eigenraam et al., 2018) , S= 461, IV= Digital engagement practices, DV= Customer Brand Engagement (Cognitive, Emotional And Behavioral), Sig= ( $\chi^2(25) = 608.7$ , $p < .00$ ), R= Learning practices are not as strongly related to cognitive customer engagement, but are still significantly related to emotional and behavioral
7	A= Tandon, Nidhi (2018), IV= Indian Railways' 100,000 big digital screens, R= All India Radio (AIR) has appointed 'release MYAD'
8	A= (Kumar et al., 2017) S= 5, 1870, IV= Digital Platform, DV= Technical education , Sig= <0.0001, R= Social media reachability to attract to their universities.
9	A= (Dhiran & Pradesh, 2018), S= 150, IV= Challenges and Strategies of Rural Marketing, DV= Present Scenario of Rural Market, R= Future of rural marketing is promising.
10	A= (Logambal & Ph, 2016), IV= Advertisement, DV= Peoples' Choice, R= Impress the public about the superiority of the product
11	A= (Dominici et al., 2017), IV= Cybernetics and System, DV= Cocreation in consumer tribes, R= Digital platform has positive impact on cocreation of tribe consumers
12	A= (Pelsmacker et al., 2018), S=132, IV= Frequency of Review of customers, DV= Room Occupancy, Sig= 0.001 (< 0.001), R= Frequency of review has positive effect on hotel room booking

## 5. Results

1. Digital Marketing stimulates mouth to mouth information to give positive brand value.
2. Digital Marketing Capabilities positively affect Digital Marketing Activities.
3. Distant customers exhibit a stronger transaction of app access to purchase.
4. Digital Marketing gives higher customer satisfaction due to right purchase.

5. Changing the trends of rural marketing which is appealing to rural economy.
6. Learning practices are insignificant to cognitive customer engagement, but are still significantly related to emotional and behavioral.
7. Indian Railways' 100,000 big digital screens, All India Radio (AIR) has appointed 'release "MYAD" publicly.
8. Social media reachability to attract to their universities' technical education.
9. Due to social media reachability, future of rural marketing is promising.
10. Emerging digital advertisement impresses the public about the superiority of the product.
11. Digital platform has positive impact on cocreation of tribe consumers.
12. Digital marketing and online customers' review have positive impact on co-creation of hotel room booking.

## 6. Discussion

From the above 18 trend references from Table 4.1 and 12 results and discussion of Table 5.1, it is assumed that trends and developments of Digital Marketing Ecosystem has significant influence on rural market Growth. Here, the null hypothesis "H<sub>0</sub>: Trends and Developments of Digital Marketing Ecosystem has insignificant influence on Rural Market Growth" is rejected and the Alternative hypothesis is accepted as "H<sub>1</sub>: Trends and Developments of Digital Marketing Ecosystem has significant influence on Rural Market Growth".

The findings of the research in context of rural market growth states:

- (1) Digital Marketing stimulates mouth to mouth information to give positive brand value.
- (5) Changing the trends of rural marketing which is appealing to rural economy.
- (9) Due to social media reachability, future of rural marketing is promising.
- (11) Digital platform has positive impact on cocreation of tribe consumers.

The research discloses that the digital marketing and word of mouth are appealing to the rural economy. Additionally, the social media and digital platform are promising to the rural market and tribal consumers. So that the digital marketing ecosystem model will be benefiting to the rural market in its' growth.

## 7. Limitations

The actual application of digital ecosystem is applied by the authors and send goods to several parts of India through Flipcart and Amazon by the author in the rural village near Pune City, Maharashtra, India. But same platform is not understood and applied by rural artisans, even though all support has given to them. So that the readymade technical platform is required to setup in rural area, where the rural producers and traders will just drop their goods as per the demand and take money from the system. The mechanism of digital ecosystem is more technical and difficult to adopt by a normal villager to implement the system.

## 8. Conclusion

The empirical analysis of impact of digital ecosystem adoption on the rural market growth and rural economic growth is the future scope of the research. The impact of digital marketing and word of mouth on rural economy and tribal market is the future space of research. Apart from it, the study of the impact of digital marketing on the growth of rural



banking sector, health sector, education, safety, agriculture, and family business are to be included in the future research. The trends and developments of digital marketing and digital ecosystem has significant influence on Rural Market Development but fails in adoption by the rural people. The future scope of research shows a path to do the empirical analysis of impact of digital ecosystem adoption on the rural market growth is the future scope of the research. Although the conceptual model is prepared and suggested to the traders, policy makers and corporate to implement the model in rural market hubs. The initiatives to be taken to provide training about the digital ecosystem to the rural businessman for rendering their business not only in local level, but also in global level. The support system should be there in adoption of the digital ecosystem in rural market.

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**Table 1 Psychoanalytical study of Trends and Development of Digital Marketing, and Rural Market Growth**

<b>Trends of Digital Platform</b>	<b>Developments in Digital Marketing</b>	<b>Digital Marketing Models</b>	<b>Rural Market Growth</b>
<ul style="list-style-type: none"> <li>• Television</li> <li>• Telephone</li> <li>• Desktop/Laptop</li> <li>• Mobile Phone</li> <li>• Smart phone</li> </ul>	<ul style="list-style-type: none"> <li>• Internet</li> <li>• Email</li> <li>• Web browser</li> <li>• Webrooming</li> <li>• Fun practices</li> <li>• Video surfing, learning practices, customer feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Engagement</li> <li>• Psychoanalytical behavior</li> <li>• Engaging to the unengaged customers</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilment of basic needs</li> <li>• Digital searching</li> <li>• Cross-channel shopping</li> <li>• Performance of hospitality</li> <li>• Consumption increased</li> </ul>

**Table 2 Literature Trends: Year (2016-2022)**

<b>Sl. No.</b>	<b>Authors</b>	<b>Year</b>	<b>Concepts</b>
1	(Krasnyuk et al., 2022)	2022	Digital Ecosystem
2	(Magano & Cunha, 2020)	2020	Change in buying Behavior
3	(Chinakidzwa & Phiri, 2020)	2020	digital marketing resources, capabilities and market performance
4	(Heerde and Harald et al., 2019)	2019	Customer Engagement, Engaging the unengaged customer
5	(Flavián et al., 2019)	2019	Understanding the Consumer's Path to Satisfaction
6	(Sambrani, 2019)	2019	Future trend of rural Marketing
7	Flavian, Carlos., and Raquel et al. (2018).	2018	Cross-Channel Shopping
8	(Eigenraam et al., 2018)	2018	Customers' brand engagement and emotional behavior
9	Dreher, Anna. U. (2018)	2018	Conceptual Research, Psychoanalysis
10	Jayadatta, S., & Abhinaya, H. (2018)	2018	Recent trends, changing future, marketing strategies of rural marketing in India
11	Tandon, Nidhi (2018)	2018	Advertisement
12	Bala, Madhu and Verma, D. (2018)	2018	Digital Marketing in Rural India.
13	D. Prasanna Kumar, et al. (2017)	2017	Draw attention, Digital marketing strategy
14	(Dominici et al., 2017)	2017	Co-creation in Tribe Consumer
15	Fareeda, N. and S. (2016)	2016	Trends in rural marketing
16	(Logambal & Ph, 2016)	2016	Advertisement
17	Ross., L. T. (2016)	2016	Web Designing, online Advertisement

<b>18</b>	(Pelsmacker et al., 2018) Patrick De, P., S, T. and Christian H. (2016	2016	Digital Marketing Strategy, Online Marketing
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**Table 3 Data Analysis from secondary data from Literatures**

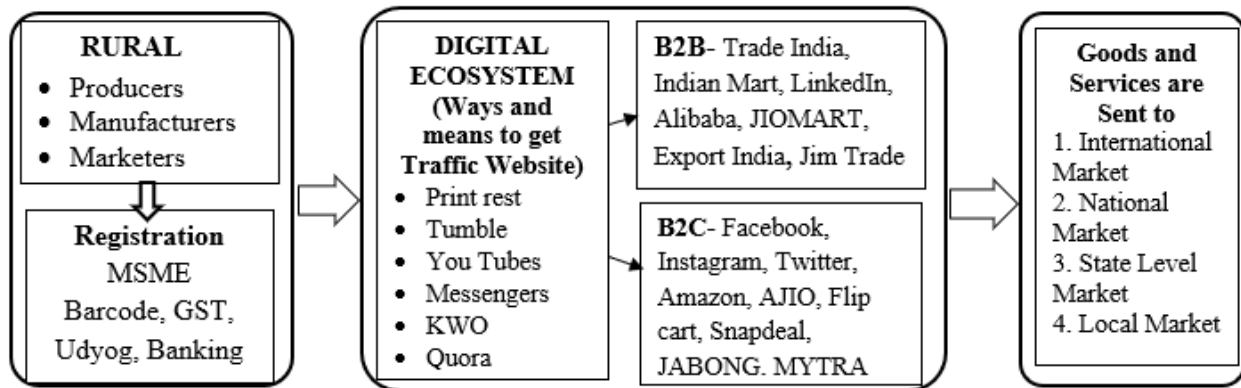
Sl. No.	(A= Author, S= Sample, IV= Independent Variable, DV= Dependent Variable, Sig=Significance Value, R=Result and Findings)
<b>1</b>	A= (Magano & Cunha, 2020), S=607, IV-Trends, Mouth to Mouth, DV=Tourism Performance, <b>Sig</b> = (0.000, 0.000), <b>R</b> = Brand Value is assumed a positive value
<b>2</b>	A= Chinakidzwa, M., & Phiri, M. (2020, IV= Marketing Capabilities, Subsistence Marketing, DV= Market Performance (AGRO), R= Digital Marketing Capabilities positively affect Digital Marketing Activities
<b>3</b>	A= (van Heerde et al., 2019), S= 629, IV= app access, DV= Purchase, S= 0.045, R= Distant customers exhibit a stronger transaction of app access to purchase
<b>4</b>	A= Flavian, Carlos., and Raquel et al. (2018), S= 368, IV= Webrooming, Search process satisfaction, DV= Confidence in making the right purchase, S= $\chi^2(2) = 46.65, p < .001$ F (1,462) = 3.794, p<.05), R= Higher Satisfaction, Right purchase for right purchase group
<b>5</b>	A= Jayadatta, S., & Abhinaya, H. (2018), IV= Communication Technology, DV= Boost the rural economy, R= The rural marketing is appealing to rural economy.
<b>6</b>	A= (Eigenraam et al., 2018) , S= 461, IV= Digital engagement practices, DV= Customer Brand Engagement (Cognitive, Emotional And Behavioral), <b>Sig</b> = ( $\chi^2(25) = 608.7, p < .00$ ), R= Learning practices are not as strongly related to cognitive customer engagement, but are still significantly related to emotional and behavioral
<b>7</b>	A= Tandon, Nidhi (2018), IV= Indian Railways' 100,000 big digital screens, R= All India Radio (AIR) has appointed 'release MYAD'
<b>8</b>	A= (Kumar et al., 2017) S= 5, 1870, IV= Digital Platform, DV= Technical education , <b>Sig</b> = <0.0001, R= Social media reachability to attract to their universities.
<b>9</b>	A= (Dhiran & Pradesh, 2018), S= 150, IV= Challenges and Strategies of Rural Marketing, DV= Present Scenario of Rural Market, R= Future of rural marketing is promising.
<b>10</b>	A= (Logambal & Ph, 2016), IV= Advertisement, DV= Peoples' Choice, R= Impress the public about the superiority of the product
<b>11</b>	A= (Dominici et al., 2017), IV= Cybernetics and System, DV= Cocreation in consumer tribes, R= Digital platform has positive impact on cocreation of tribe consumers
<b>12</b>	A= (Pelsmacker et al., 2018), S=132, IV= Frequency of Review of customers, DV= Room Occupancy, <b>Sig</b> = 0.001 (< 0.001), R= Frequency of review has positive effect on hotel room booking

**Figure 1 Conceptual Framework of Digital Marketing and Rural Market Growth**



Source: Dr. P.K.Padhi

**Figure 2 Model of Digital Ecosystem for Rural Market Growth**



Source: Dr. Bhavyadeep Bhatia