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# A Study on Impact of Online Marketing on Customer in Rural Areas at Ambur

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**Abstract**

Online marketing is the concept which emerges in a last decade. It evolved very well in western countries. It concentrates more on Chronic equipment one more area in which this marketing concentrates is the educational sector The customer are focused in the internet only for the purpose of information but as the technology improve and the people started migration. They concentrated in e-online marketing. Close to 70% of India's population resides in villages, and are in the rural segment. With India truly on the path of global IT leadership, it first needs to look into itself or not. With the advent of E-commerce, one reason for the same is that urban business have all the advantages of technology, while rural business. Rural India has not been able to take advantage of ICT (information and communication technology). Basic strategy to be followed in e-online marketing is the creating awareness of the product or service. It is not easy to create the awareness of the product. If the segment is very niche, it is so tedious to attract the peoples mind. It requires lot of creativity and data regarding the product or service. The online marketing has impact on the rural marketing. The study is undertaken to identify the factors influencing purchase and study the attune of customers.

**Keyword:** Online Marketing , Impact, Attitude of Customer Towards Online Purchase

**Objectives**

1. To identify the factors influencing online purchasing
2. To identify the attitude of customer towards online purchasing
3. To identify the impact of online marketing in rural customers

**Research Methodology**

The suitable research methodology will lead the findings without any bias. Therefore, the methodology which has been adopted in this study has been described. The exploratory research method is followed in this study. The reliability and validity has been made. The multi choice questionnaires have been used to collect the data from the sample units. The 150 samples have been taken based on the convenient sampling methods, finally 100 samples are finalized for the study. The percentages have been made to derived conclusion and get the findings.

### **Sample Frame of the Study**

The convenient sample method was adopted in the study. The questionnaire have been issued to collect the data.

### **Area of Study**

The study was under taken in Ambur villages

### **Unit of Study**

Online customers rural area in Ambur are taken for the study

### **Period of Study**

This research was under taken from the month of October to December 2022

### **Limitation of the Study**

The financial and time constrains were the limitation of the study.

### **Finding from Percentage Analysis**

1. Female have the highest frequency
2. Persons in rural area have monthly income 1000-5000 constitute the highest frequency.
3. The major respondent are from the rural area constitute the highest frequency.
4. The respondent completed graduate constitute the highest frequency.
5. The unmarried constituent the highest frequency
6. More respondent from the join family which constitute the highest frequency.
7. The respondent have done the online purchase which have high frequency.
8. The marketing companies are targeting rural customers which constitute the highest frequency.
9. The customer does not influenced to purchase due to the attractive of screen display of apps which constitute the high frequency.
10. The rural customer had the bad experience from the online shopping
11. The respondent have faced the problems in the delay in delivery which also constitute the high frequency.
12. The respondent are using the Amazon which constitute the high frequency
13. The online market gives a good deliver which constitute the high frequency but dost not provide the good service which constitute the high frequency.
14. The respondent are said Yes which provide good service and user friendly which constitute the high frequency.

### **Findings from Chi-Square Analysis**

1. Since the P value is 0.002, Hence, it is interpreted that there is a significance between Income level of the rural customers and it has influence on online marketing.
2. Since the P value is 0.000, Hence, it is interpreted that there is a significance between Age level of the rural customers and online purchase.

### **Suggestion**

The marketing strategy should be improved and employee must be trained well to do online marketing.

### **Conclusion**

Most of the customer purchase through online but the more awareness about online buying is needed. The online marketing company should train its employee to enable them to convince the rural customers.