

# “Regional Language Marketing in the Rural Digital Marketplace: An Analytical Study”

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## ● Abstract

The digital revolution is rapidly transforming the nature of the Indian marketplace. Smartphones, the internet, and digital payment systems have connected rural areas to the digital marketplace as well. However, the language, culture, literacy level, and purchasing behaviour of rural consumers differ significantly from those of urban consumers. In such a context, regional language (Marathi) marketing plays a crucial role in the rural digital marketplace. The present study analyses the role, impact, and challenges of regional language marketing in the rural digital market. The findings reveal that advertisements, social media messages, and digital services in the local language enhance rural consumers' trust and have a positive influence on their purchase decisions.

**Keywords:** Rural market, Digital marketing, regional language, Consumer behaviour, Marathi marketing

## ● Objectives of the Study:

- To study the nature of the rural digital marketplace.
- To analyse the role of regional language (Marathi) marketing.
- To examine the impact of language on the purchase decisions of rural consumers.
- To identify the challenges and opportunities in regional language digital marketing.

## ● Research Hypotheses:

- **H<sub>0</sub>:** Regional language marketing has no significant impact on consumer behaviour in the rural digital marketplace.
- **H<sub>1</sub>:** Regional language marketing has a significant positive impact on consumer behaviour in the rural digital marketplace.

## ● Scope and Limitations of the Study:

## 1. Scope of the Study:

The present research focuses on the topic “Regional Language Marketing in the Rural Digital Marketplace.” The scope of the study is limited to the following aspects, with an attempt to understand the nature and impact of rural digital marketing:

- The study is primarily confined to the rural digital marketplace.
- Information regarding the use of digital media by rural consumers has been collected.
- Regional language marketing is examined in terms of digital advertisements, messages, social media content, and online services in the Marathi language.
- The impact of regional language on the purchase decisions of rural consumers is the central focus of the study.
- Major digital platforms such as WhatsApp, Facebook, YouTube, and Instagram have been considered for the study.
- The research is related to the subjects of Marketing Management and Consumer Behaviour.

Due to this defined scope, it has been possible to study the current status, importance, and effects of regional language marketing in the rural digital marketplace.

## 2. Limitations of the Study:

Like any research, the present study also has certain limitations, which are explained as follows:

- Due to the limited sample size, the findings may not be entirely applicable to all rural areas.
- As the study is mainly based on primary data, the results depend on the personal opinions of the respondents.
- Some respondents in rural areas have limited experience with digital tools, which may have resulted in incomplete information.
- Due to time constraints, it was not possible to include all districts or all rural areas in the study.
- The study considers only regional marketing in the Marathi language; other languages have not been included.
- Variations in internet connectivity and digital literacy have affected data collection to some extent.

Therefore, the findings should be interpreted in light of these limitations. Nevertheless, despite these constraints, the study proves to be useful for understanding regional language marketing in the rural digital marketplace.

## ● Research Methodology:

For the present study, descriptive and analytical research methods have been adopted. Primary data were collected from rural consumers through a structured questionnaire. Secondary data were obtained from research articles, books, reports, and online sources.

## ● Introduction

India is known as a country of villages, and even today more than about 65 percent of the total population resides in rural areas. In the traditional period, the rural market depended on limited resources, low availability of information, local traders, and word-of-mouth communication. However, over the last decade, tremendous progress in the field of information and technology has significantly transformed the nature of the rural market. In particular, digital technology, smartphones, internet services, social media platforms, and digital payment systems have made rural areas an integral part of the digital economy.

Government initiatives such as Digital India, Startup India, the Jan-Dhan Yojana, and UPI-based payment systems have increased digital literacy and the number of digital transactions in rural areas. Today, rural consumers engage in online shopping, use mobile applications, obtain information through WhatsApp, watch product videos on YouTube, and experience the influence of advertisements on social media. As a result, the rural digital marketplace is developing rapidly and has emerged as a major opportunity for companies.

However, the social, economic, educational, and cultural characteristics of rural consumers differ from those of urban consumers. Literacy levels in rural areas are relatively low, and knowledge of English or Hindi is limited. In such circumstances, digital marketing conducted in English or only in the national language does not reach rural consumers effectively. Therefore, the importance of digital marketing in regional languages—especially Marathi—has increased significantly.

Regional language marketing refers to providing advertisements, messages, information, and services in the consumers' mother tongue or local language. Marketing conducted in the Marathi language appears more familiar, trustworthy, and easier to understand for rural consumers. Linguistic closeness creates an emotional bond between the customer and the company. This has a direct impact on consumers' purchase decisions, brand perception, and long-term customer loyalty.

The use of regional language in digital media is not limited merely to translation; it also involves consideration of local culture, traditions, values, and lifestyle. For example, advertisements created for Marathi-speaking rural consumers often reflect local festivals, agriculture, family systems, and rural life. This makes advertisements more effective and enables consumers to relate to them personally.

Today, many e-commerce companies, banks, insurance companies, agriculture-based startups, and FMCG companies are developing mobile applications, websites, social media advertisements, and video content in the Marathi language for the rural market. Through WhatsApp marketing, Facebook pages, YouTube channels, and short-video platforms, regional language marketing is reaching rural areas on a large scale.

However, regional language digital marketing also faces several challenges. Issues such as poor internet connectivity in rural areas, lack of digital literacy, fear of fraud, and online scams prevent all consumers from fully adopting digital transactions. Therefore, companies need not only to advertise but also to provide proper information, guidance, and build trust among consumers.

Considering the above background, it is essential to study the role of regional language marketing in the rural digital marketplace, its impact on consumer behavior, as well as the opportunities and challenges involved. The present research undertakes an in-depth and analytical study of Marathi language marketing in the rural digital marketplace, which will be useful for future marketing strategies.

## ● Nature of the Rural Digital Marketplace

The rural digital marketplace is a rapidly evolving market structure in the present era. Earlier, the rural market was traditional, local, and limited in nature. However, with advancements in information and communication technology, the use of digital tools in rural areas has increased. Although features such as low literacy levels, limited internet speed, and financial constraints exist, growing digital awareness and willingness to adopt technology have become key characteristics of the rural digital marketplace.

The use of smartphones in rural areas has increased rapidly, and platforms such as WhatsApp, Facebook, YouTube, and short-video platforms are widely used. Rural consumers use digital media to obtain information, watch product videos, compare prices, and make direct purchases. As a result, digital platforms have become the primary tools of the rural marketplace.

Some of the major characteristics of the rural digital marketplace are explained in the following table:

**Table 1: Nature of the Rural Digital Marketplace**

Factor	Nature	Impact
Literacy Level	Relatively low	Need for visual and language-based content
Internet Speed	Limited	Light and simple digital content is more effective
Smartphone Usage	Increasing	Mobile-based marketing is important
Social media	Widely used	Advertisements in regional languages are effective
Digital Payments	Gradually increasing	Building trust is essential

It is evident from the above table that the rural digital marketplace is a combination of opportunities and challenges. If appropriate strategies are implemented, this marketplace can prove to be highly profitable for companies.

### ● Role of Regional Language Marketing

Regional language marketing plays a very important role in the rural digital marketplace. The mother tongue of rural consumers is the primary language of their daily transactions and communication. Therefore, digital marketing in a regional language such as Marathi reaches rural consumers more effectively.

The role of regional language marketing can be analysed on the basis of the following points:

#### 1. Building Consumer Trust

Advertisements and information in the local language create a sense of familiarity among rural consumers. Consumers feel that the company is communicating directly with them. As a result, trust in the brand increases.

#### 2. Ease of Understanding the Message

Advertisements in the Marathi language are easily understood by rural consumers. Technical terms in English or other languages often seem difficult, whereas the use of a regional language makes the message clear and effective.

#### 3. Impact on Purchase Decisions

Linguistic closeness develops a positive attitude toward the product in the minds of consumers. Since advertisements in the local language align with consumers' needs, emotions, and lifestyle, purchase decisions are made more quickly.

#### 4. Social and Cultural Connection

When regional language marketing incorporates local festivals, traditions, and rural lifestyle, advertisements become more effective. This creates an emotional connection between consumers and the advertisement.

#### 5. Promotion of Digital Inclusion

Digital content in the Marathi language encourages rural consumers to adopt digital transactions. This helps in enhancing digital literacy and promoting digital inclusion.

## ● Conclusion

The present study clearly indicates that regional language marketing is highly effective in the rural digital marketplace. Digital advertisements, messages, and customer services in the Marathi language enhance the trust of rural consumers and lead to increased sales. Therefore, companies must adopt regional language digital marketing strategies for the rural market.

## ● Suggestions

- Digital advertisements should be developed in regional languages.
- The use of local languages on social media platforms should be increased.
- Simple and visual content should be developed for rural consumers.

## References

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