



Theoretical Framework: Sustainable Practices of Digital Media Marketing On Rural Youth

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Abstract. India is the Country of Rural. As per the economic survey, 65% of India's population lives in rural areas. With the upgradation of 4G internet, rural areas are happening with digital technologies. The Digital platforms has become a big part of human's lives and it has the potential to assist the rural, urban areas by providing access to information, education and others. Digital marketing paves way to reach larger audience and to make sustainable it should be customer oriented marketing, societal marketing. In rural areas, major users of smartphones are youth. Youth population determines the country's ability and potential for its growth. Rural youth engage themselves a lot in digital media platforms and digital marketing. The major use of digital media platforms by youth is not only to be in touch with their surroundings, but also to be aware of the products they buy as consumers. It highlights the present scenario of sustainable digital media marketing on Rural youth.

Keywords: Digital media, Digital marketing, rural youth, sustainable digital marketing

1 Introduction

Due to the rise in digital technologies, people in rural areas are improving their lifestyle through digital media marketing. Digital media tends to show the modern trends to the people mostly youth who are the major users of smartphones. With the active usage of smartphones with internet connection, the rural youth can be influenced in either way. To avoid being in negative way, sustainability should be maintained by digital marketers. Through sustainable digital marketing, the rural youth grows up having access to information and resources that can contribute to their development.

2 Literature Review

Preeti Patel et al [23] In her paper, she demonstrates how social media can be used to predict future events. She also discussed the advantages of social media marketing and its growth, as well as why businesses should take social media into account. She concluded by demonstrating that the results exceeded expectations and that there is a significant relationship between social media attention and business outcomes. Further, this work demonstrates how social media expresses a collective wisdom that is yieldable. [7] said that people are using digital channels for purchasing, irrespective of their qualification and income level. Digital channels have created awareness among people

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M. Rani Nimmagadda et al. (eds.), *Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023)*, Advances in Economics, Business and Management Research 277,

https://doi.org/10.2991/978-94-6463-374-0_15

about advertisements, and customers are also satisfied with the products bought through digital channels. [14] highlights that the profile of the rural consumer is presented in the paper on the review of the changing landscape in rural marketing. It shows that these people are aware of branded products that are used on a daily basis, and that rural children are particularly aware of them. Rural women typically buy products that are reasonably priced and have good durability, while those who work in the fields have less purchasing power. The young people in rural areas are different from the norm because they have access to the internet and are aware of the outside world. To thrive in this setting, marketers must honor the various customs and traditions that rural consumers still adhere to regarding their buying habits on particular days. [22] conducted her research to assist marketers in comprehending how attitudes affect rural Indian consumers' banking behavior. She came to the conclusion that consumer perception of information technology use underpins the benefits of using digital media. It is possible to suggest using the sustainable digital marketing model to keep Indian Rural Marketing alive. It is evident from their survey that consumers are not well-versed in the idea of sustainable consumption. The degree of awareness of these terms appears to be influenced more by consumers' perceptions of the information they are receiving from various sources than by their genuine interests [26]. The first step in promoting such consumption patterns should be determining the degree of consumer awareness regarding sustainable consumption. A greater degree of consumer awareness will undoubtedly have a positive relationship with sustainable behaviour. [13] aimed to raise awareness of sustainable consumption among young Polish consumers and present various perspectives on the topic. Based on theoretical considerations, the article discovered that young consumers exhibit eco-consumption behaviors, primarily reusing product packaging, consuming eco-friendly goods, and selecting domestic products. This demonstrates the awareness of sustainable consumption and the positive shifts in consumer behavior. [20] discovered that a person's and their family's purchasing habits and product awareness have a significant influence. Further, it was added that among other things, the adoption of cell phones for internet access fuels India's rapidly growing digital marketing industry. Ravi, S., Rajasekaran, S.R.C. (2023) came to the conclusion that one of the best ways to engage and draw in customers is via the use of digital marketing tools and technologies. He also stresses that digital marketing is entirely the focus of studies in the agricultural industry and feels that it may be utilized further to enhance traditional marketing strategies. [2] concluded that the rural poor are included in the bottom of the pyramid; this market does not permit typical high margins, but it can be extremely profitable if the company modifies its business strategies. In order to move beyond conventional selling strategies, she added, developing mutually beneficial partnerships with rural communities and channel partners is a necessary first step in developing sustainable marketplaces to assist the impoverished in rural areas. [2] purported that the Indian economy has grown overall, along with the Green and White revolutions, and that this has significantly increased the purchasing capacity of rural communities. Marketers might set up more warehouses for warehousing and packaging up into smaller pouches, which would be profitable and well-liked if local villagers were employed for the task. In rural areas, unemployment rates are extremely high.

Therefore, any marketing plan that takes into account the possibility of generating revenue would be more successful. Given India's vast territory and inadequate infrastructure, it is challenging to communicate with rural communities. In such a scenario, corporate initiative can be very helpful in promoting livelihood opportunities and raising rural communities' standards of living.

3 Methodology:

The goal of this model-approach prepared paper is to create a theoretical framework for conceptual relationship forecasting. "To particular, plot, express or represent an entity and its relationship with other entities" is the stated purpose of the tool. The purpose of this study is to understand the conceptualization of the present scenario of sustainable digital media marketing on rural youth. The terms Digital media, digital marketing and sustainable marketing explained and the how the rural youth is being sustainable as digital marketing media consumer.

4 Conceptual Framework:

4.1 Digital Media

Digital media refers to interactive technologies that enable adolescents to create and share content, ideas, interests, and other kinds of expression through networks, hence fostering substantial discussions. Furthermore, digital media provide highly interactive forums where people, groups, and organizations can exchange, collaborate on, debate, engage in, and edit user-generated information that has been uploaded online and is in line with their goals and practices. It's also used to keep track of memories, discover new things, and build friendships in addition to exchanging ideas with others. It has been shown that using digital media has a wide variety of both beneficial and detrimental effects.

4.2 Digital Marketing

The term "digital marketing" describes the use of websites, mobile apps, social media, search engines, and other digital platforms to advertise goods and services to customers. There is no denying that digital marketing is currently booming and that it offers a plethora of opportunities. The types of Digital marketing are headed below.

- Social media marketing
- E-mail marketing
- On-demand video streaming
- Affiliation marketing
- SEO (Search engine optimization)
- SEM (Search engine mechanism)
- Pay-Per click marketing

- Content Marketing
- Influencer Marketing
- Video marketing
- Native Advertising

The Types of Digital marketing:

- *Social media marketing:*

The tool that allows users to create social networks and exchange information in order to promote businesses, boost sales, and improve website traffic. Social media marketing's three main strengths are connection, interaction, and customer data. Such core marketing areas segments the markets to focus on their target audiences.

- *E-mail Marketing:*

It is a direct marketing channel that lets businesses to share new products, sales and updates with customers on their contact lists. This is happening because the customers choose to subscribe and sign up for emails. The mails customers get are promotional, informational, retention and transactional. The fact that 99% of email users check their mail at least once a day is the reason for its growth.

- *On-demand video streaming:*

It is a media distribution system that allows the users to access to videos, films, television shows without traditional playback device. Youtube is the best example in which the customers can watch videos for free and also where ads pops in.

- *Affiliation marketing:*

An advertising strategy that links to the business's goods and services by paying independent publishers. When a product is reviewed or discussed, bloggers and specific websites link to the product company's page, earning advertising fees from the sale. In easy terms, third party publishers are affiliates, and their need to find ways to promote the business stems from the commission fees they get in return.

- *Search Engine Optimization (SEO):*

The process of improving a website's visibility through searches is known as SEO. The likelihood that a page will be clicked increases with its visibility in search results.

- *Search Engine Marketing (SEM):*

Search engine marketing, or SEM for short, is the practice of using paid advertisements that show up on search engine result pages by companies. Additionally, it presents a fantastic chance for marketers to place their ads in front of consumers who are prepared to purchase the product at that precise moment.

- *Pay per click Marketing (PPC):*

The advertiser pays a fee each time one of their ads is clicked under this type of digital advertising. For example, if an advertiser pays Rs.5 for a click and sales total Rs.500 as a result, the advertiser has profited handsomely.

- *Content Marketing:*

It's a marketing strategy that focuses on producing meaningful, timely, and consistent content to draw in and hold onto a specific audience and encourage profitable consumer action. It assists users in resolving problems with both B2B and B2C content. When business create excellent content marketing, they can expect one of the four benefits:

1. Increased sales
2. Cost savings
3. Better Loyalty Customers
4. Content driven revenue

- *Influencer marketing:*

It is a form of marketing that enables a collaboration with individuals who have increased digital media followers. This makes the customers to trust the products in which the influencer they follow suggest or review about the products. The few advantages of Influencer marketing:

- Maintain trust and credibility
- Economical
- Draw in new consumers
- Leverage Awareness of brand

- *Video Marketing:*

Utilizing videos to raise brand awareness or to advertise goods and services. A variety of platforms, such as social media, websites, and video sharing sites like YouTube, can be used to execute video marketing. To draw in the target audience, it entails producing interesting and educational video content.

- *Native Advertising:*

Integrating marketing content seamlessly into a platform to provide a non-disruptive and cohesive user experience. Native advertising matches the form and function of the platform where it appears, blending in with the surrounding content to appear more natural.

4.3 Sustainable Digital Marketing:

The term sustainable digital marketing is the combination of two words: sustainability and digital marketing. By forming together, we could say that the practice of using digital marketing strategies to promote a brand's ethical and sustainable goods and services as well as eco-friendly practices in a way that is long-term profitable for

the business, the environment, and its inhabitants is known as sustainable digital marketing.

Having a sustainable digital marketing strategy means thinking of how to raise a community in ethical, moral and also creating online revenue. The first priority of Sustainable digital marketing is to minimize the undesirable impact on the environment, society and also address the issues occur rather than promoting them. The reasons behind urging sustainable digital marketing are it is aligned with our values, helps us to differentiate, supports our sales, boosts our reputation and ultimately profitable to our planet.

The several aspects of sustainable digital marketing and how they contribute to overall goals of sustainability:

- *Digital Infrastructure and Green Hosting.*: The use of Eco-friendly web hosting services rely on renewable energy resources and have minimal carbon footprint.
- *Content Creation*: It focuses on creating and promoting content that spreads awareness and educates about sustainability issues, highlighting sustainable lifestyles and encouraging responsible consumer behaviour.
- *Targeted and Personalized marketing.*: By implementing data driven marketing strategies to target specific audiences, it reduces unnecessary advertisement exposure and minimizing digital waste. This guarantees that the goods or services are advertised directly to those who are interested.
- *Energy Efficiency*: Energy efficiency involves using effective coding techniques to minimize energy consumption related to digital content and optimizing website performance by minimizing file sizes.
- *Ethical marketing practices.*: The ethical marketing practices are followed by providing accurate and transparent information about products and services adhering to ethical advertising standards.
- *Community Engagement and Social Responsibility.*: This can involve participating in local community's initiatives, supporting social causes by being socially responsible that can contribute sustainable development.
- *Data Security and Privacy.*: To foster long term relationships with customers, the security and privacy of consumer data is ensured to be safeguarded with robust data protection measures and complying with data privacy regulations to maintain customer confidence.
- *Measuring and reporting impact*: Regularly monitoring and reporting on the environmental, social, and economic benefits of sustainable practices can help identify areas of improvement and demonstrate a commitment to sustainability

4.4 How does sustainable digital marketing relate with rural youth?

The youths who are residing in rural areas are rural youth. According to Ministry of statistics and Programmed Implementation, the age of youth is between 15-24 years in India. This age group are the future to maintain sustainable digital marketing. They

are the ones who provide much needed insights about what works and what might not work in their areas. The exposure of young people in rural areas has increased due to the growing use of smartphones and the internet. Better, self-employment, or pursuing their passions in sports, the arts, or culture are what they aspire to. They take initiative and recognize their role in the growth of the country. The Youths are being sustainable as consumer.

Sustainable Digital marketing has a significant role in empowering rural youth by providing them with access to information, resources, and opportunities that can contribute to their personal and professional development. Here's how it benefits rural youth

- *Access to information and education.*: It can facilitate access to educational resources, online courses and skill development programs for rural youth. With the digital platforms, they can access a wide range of educational materials and opportunities that are not available in their local areas.
- *Promotion of local products and services.*: It can help promote local products and services from rural areas, enabling rural youth to showcase their talents, skills and products to broader audience.
- *Job Opportunities and Entrepreneurship.*: It connects them with job opportunities in digital marketing sector, allowing them to work remotely and contribute to the digital economy. It can also encourage entrepreneurship among rural youth by providing necessary knowledge and tools to market their products or services online.
- *Skill Development.*: Sustainable digital marketing initiatives offer training programs and workshops focused on digital skills. By developing these skills, rural youth can enhance their employability and contribute to the community's sustainable growth.
- *Awareness of Sustainable Practices.*: Sustainable digital marketing raise awareness among rural youth about environmentally friendly practices and sustainability living. By promoting eco-friendly products, sustainable lifestyles and conservational efforts, digital marketing can encourage rural youth to adopt practices that contribute to preservation of environment.
- *Access to support networks, mentorship and community engagement.*: It can connect rural youth with mentors, industrial experts and support networks that can provide right guidance in their personal and professional development. It also facilitates serve as a space for knowledge exchange and networking. Such connections encourage personal growth, career development and cultivation of sustainable values and practices.

5 Discussion:

5.1 Rural Youths as Sustainable consumers

The rural youths can be a sustainable consumer by adopting conscious consumption practices that promote environmental, social, and economic sustainability. Rural youths can express sustainable consumerism:

- *Supporting local products and businesses.*: By prioritizing purchase of goods and services from local businesses and artisans, thereby supporting local economy and reducing the carbon footprint associated with the transportation of goods. Such practice encourages sustainable economic growth.
- *Promoting sustainable agriculture and food practices.*: By making informed choices about their food consumption, they can contribute to the conservation of bio diversity and improving sustainable agricultural methods.
- *Conserving natural resources*: rural youths can adopt on conserving natural resources say for water and energy and also implement eco-friendly products in daily life.
- *Embracing reusing and recycling economy principles*: With active participation in practicing responsible water management, recycling and upcycling there arise minimization of environmental degradation.
- *Promoting Ethical and Sustainable Brands.*: Making informed purchase decisions by choosing products and brands that prioritize ethical sustainable practices and to demonstrate a commitment to social responsibility and ethical production.
- *Educating and Raising Awareness.*: Rural youths can educate their communities regarding the essentialness of sustainable consumption as well as its positive impact in environment and society.

These are the practices the rural youth should follow as sustainable consumers and also inspire others to adopt sustainable lifestyles in creating more sustainable future.

5.2 The case of Bajaj group

The Bajaj Group is an Indian-owned business that takes sustainable measures to meet the needs of the communities living around its facilities in the areas of infrastructure, health, education, community development, and environmental conservation. It also responds to natural disasters. In the Financial Year 2022, the company mainly focused on children's healthcare and educational support for specially-abled children. The other projects also include skill development, entrepreneurial among people in rural areas, nutrition support to under privileged children and many more. In their Environment, Social, and Governance Report for the year 2022–2023, the Bajaj group of companies Bajaj Finance Ltd. stated that they provide life-changing surgeries to children born with cleft-lip deformities and that they reduce paper consumption through digital applications. The Certificate Programme in Banking, Finance, and Insurance (CPBFI) is designed to enhance the skills of first-generation graduates from small towns and rural areas. It is noteworthy that over 6000 students successfully completed the program in the Financial Year 2023.

6 Conclusion:

With the increased adoption of internet and the use digital media triggers a transition from traditional to digital marketing. Digital marketing allowed customers involved in

value creation they can share experiences, needs, preferences, and expectations. Besides, digital marketers track and monitor consumer behavior to deliver personalized and targeted marketing communications. On the other side, Sustainable Development ensures that businesses remain financially viable while promoting environmental protection and social well-being. Sustainable companies work to promote positive impact in environment. Digital marketing features can support sustainable development. For instance, companies use their websites to provide educational materials and conducting workshops for the youth to know the employment opportunities and training for them. In addition to that they leverage SEO, content creation to publish materials on sustainability and have interaction with environmentally conscious consumers.

Sustainable Digital marketing means the practice of using digital marketing strategies to promote a brand's ethical and sustainable goods and services as well as eco-friendly practices in a way that is long-term profitable for the business, the environment, and its inhabitants is known as sustainable digital marketing. It has a significant role in empowering rural youth by providing them with access to information, resources, and opportunities that can contribute to their personal and professional development. Sustainable digital marketing bridges the gap between rural youth and provide opportunities for education, entrepreneurship and community development, ultimately contributing to empowerment, economic sustainability and complete well-being.

In summary, digital marketing offers implications for sustainable development by increasing accessibility, promoting behavior change, decision making, encouraging collaboration, enhancing transparency, authentic and empowering global advocacy and influence. In this paper, author given detail explanation about digital media, digital marketing, sustainable digital marketing and relates sustainable digital marketing with Rural youth. The Future research gap (1) be done by choosing companies and provide ideas and suggestions regarding sustainable development. (2) Digital marketing campaigns influence rural youth decision making processes and develop predictive models to optimize sustainable behavior change.

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