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# **OAKCOM 2018**

**PROCEEDINGS OF INTERNATIONAL  
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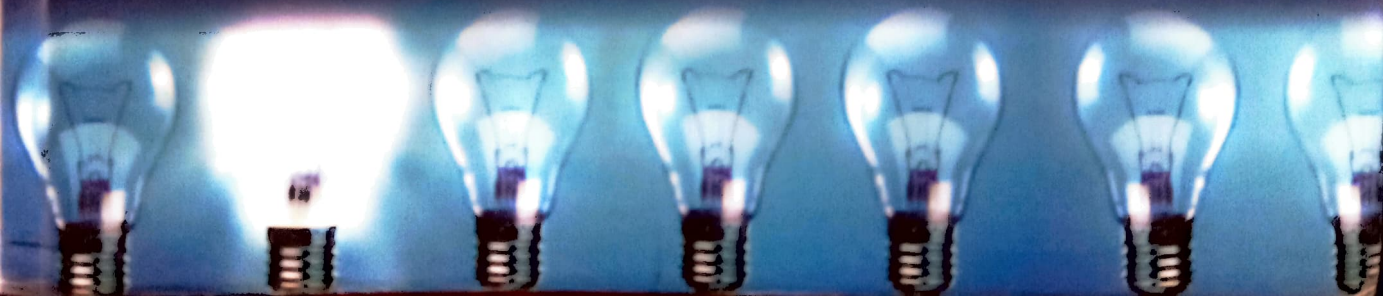
# **INNOVATIVE PRACTICES IN BUSINESS**

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## About Editors



**Ms. Anjali Panicker** is working as Assistant professor at Oakbrook Business School. She has done her MBA in HR Specialization & BSc. in Microbiology from University of Pune and has also pursued a Certificate Course in soft skills offered MI- Tech India Pvt Ltd. She is currently pursuing her PhD from Ganpat University, Mehsana. She has got over 7 yrs of teaching experience working with Institutes like J.D.C. Bytco IMSR & Brahma Valley Institute of Management which are affiliated to Pune University. She holds her Expertise in teaching various subjects like OB, Legal Aspects of Business, Principles & Practices of Management, Compensation Management, Industrial Relations, SHRM & various other subjects of HR Specialization too at the PG level. She has been invited as a speaker to deliver talks on various topics of HR Arena in various Institutes. She has also published research papers in various journals & articles in the news paper too. Topics like Emotional Intelligence, Quality of Work life, Motivation & Ethics are her main interest areas in research.



**Dr. Ankita Srivastava** is currently working as an Assistant professor with Oakbrook Business School. Prior to this she was an approved faculty of University of Mumbai and was associated with Oriental Institute of Management, A leading B-School in Navi Mumbai as an Assistant Professor for more than 6 years. Her total experience is for about 8 years which includes 7 years of teaching experience at post graduate level that include coordinating and handling of various academic and administrative responsibilities and 1 year of Industry experience. She has to her credit many publications and also have presented several research papers in national and International Conferences. She has also been awarded for Best Paper Presentation in an International Conference organized by University of Mumbai. She was also an Editor of "Parivartan" An inhouse Journal of OIM. Her areas of interest include Services Marketing, Consumer Behavior, Marketing Management, Product and Brand Management etc.



**Dr. Sourbhi Chaturvedi** is the Director, Oakbrook Business School, Ahmedabad. She Graduated and Post Graduated from Devi Ahiliya University Indore. She received her Ph. D. Degree in 2009 from Devi Ahiliya University in the faculty of Management. She is a recognized Ph. D. research supervisor of Devi Ahiliya University, Indore and Pacific University, Udaipur, Rajasthan for Ph. D. 3 candidates have been awarded Ph. D. under her Guidance. With more than 14 years of Teaching and Research experience include teaching at Govindram Sekaria Institute of Management and Research (GSIMR), Shri Vaishnav Institute of Technology and Services (SVITS), Indore. She has to her credit 3 Research Manuals, several papers published at refereed National, International Journals and many Conference publications.



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**OAKBROOK  
BUSINESS SCHOOL**

AICTE APPROVED, GTU AFFILIATED

# OAKCOM 2018

7 - 8 Sept., 2018

*Two Days International Conference on*

## **INNOVATIVE PRACTICES IN BUSINESS**

*This is to certify that*

**Cynthia Nitin Shinde**

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**Student MSc IT, Shankar Narayan College of Arts & Commerce**  
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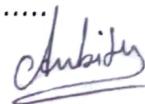
*has presented paper entitled*

**Exponential and Digital approaches for Countrified and Agrarian Ideas**  
.....



Dr. Sourbhi Chaturvedi

Chairperson, Conference Committee  
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Dr. Ankita Srivastava

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## Exponential and Digital approaches for countrified and Agrarian Ideas

Cynthia Nitin Shinde, Student MSc IT, Shankar Narayan College of Arts & Commerce, Thane Maharashtra

### Abstract

India is made of small villages and towns where many ground-breaking individuals are eager to show their talents and have a successful commercial profit-making ideas. Where farmers are known as the backbone of our country but still they have less opportunities to get the right amount of earning. Rural marketing is the chance for all the small scale entrepreneurs and the people who wants to try their luck in business areas. It's been a span that we don't find any of the salesman near our doors and sell us basic products. The tradition of door to door marketing is been getting erased in our quick way of lifestyle. Well now the modern era gives us a huge use of digitalization we find ourselves very familiar with everything getting digitalized like right from our relations getting social by the mode of online chatting, to our purchase getting digital by the online shopping and so on. Online shopping is mostly in use now. So the e-commerce basically needs a good amount of marketing and thus we got the concept of digital marketing.

Until now the non-business administrates just understood the buying and selling of good by offering some good amount of schemes which will attracts more and more clients or customers. And people just seek for enjoyable offers and discounts. Here the idea of digital marketing are just understood by trained and learned entrepreneurs and enterprises. But why this concept is not familiar with the entrepreneur who are having small scale business or the entrepreneurs who want to increase their business by going online? This question arises to us and we also have some agreed and not agreed answers for it, but this do not explains the whole reason why digital marketing is still getting recognized by the people. And why it is still not entirely known, learned and cultured in the form of actual marketing. There is another major concept which is Consumer Psychology that has been changing due to the change in our living lifestyle. The best and very simple example is the TV advertisements which have a changing pattern in it, like when Ads are compared from old Advertisements to new Advertisements many aspect will be there which are changed, well sure technology is one of the reason for it. But it also shows us that the consumer psychology has been changed so due to that marketing techniques should also be changed. Again the same questions arises whether the small scale entrepreneurs and business agencies are educated about it or will be they ever get to know about the concept of digital marketing and rural marketing?

This paper will give the observation on consumer psychology, concepts and difference of traditional marketing and digital marketing. This paper will also review why the small scale entrepreneurs are lacking in the techniques and tricks of marketing and digital marketing. We will understand and observe an approximate explanations and solutions for rural marketing and how digital marketing will be synchronized by the rural entrepreneurs. This will give a brief description, that if digital marketing is used then how the flaws and drawbacks of rural marketing can be decreased, so by all this the struggling and small scale agencies (like woman's having minor textile and fabrics business or other household business),

**Keywords:-** Digital, Psychology, commercial, entrepreneur, marketing.

## Introduction

When we discuss meanings for marketing we mostly find it's just a delusion of well-formed words, sophisticated lines and a better stretched explanation to achieve peer demands. But, when we come across the concepts of rural marketing, the whole assumption changes to a very solid process of buying and selling or inflow and outflow of products and services. When we drive to the idea of online shopping and marketing we again come across to the buying and selling of goods, products and services but this time it is online, this gave birth to a very new subject called Digital marketing.

Digital marketing is a complete process of using digital media and technology for product and services promoting. Marketing is a huge process which depends on psychology of consumers. A very fine definition for consumer psychology is to understand target group of buyers and then you will understand which product to vend or retail where and when.

## Agrarian Tradition

(Source: - Wikipedia of *Agribusiness* and *Agrarianism*)

The agrarian tradition is the backbone of a rural background where belong the hard-working, independent and talented sons of land. The agrarian society is the one, whose primary source of income is through cultivating the land. There are many aspects in the agrarian society in which most important is Agribusiness. This is the concept which combines many ideas such as farming, breeding, processing of seeds, agrichemicals, goods supply and even retailing of agro products. When there is business associated with agriculture then the theory of marketing is in need. Due to lack of information about marketing and poor resources, many members of agrarian society fail to achieve actual success and profit they deserve.

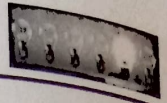
Agriculture is the oldest means to earn a livelihood in India. Farmers are the prime cultivators and are also involved in supplementary activities like poultry, vineyard etc. All these outcomes are further processed and get accosted to our homes. Yet, we fail to realize the huge gap between production & consumption of goods, which is directly linked with the marketing dimension as certain investments and gains takes place in the whole cycle.

## Rural Marketing

(Source: - Wikipedia and the sites like *economic discussion*, *your article library* in which *rural marketing in India*, article was referred)

Rural marketing is a platform to encourage the economy of the rural masses by trading and retailing the goods and services available in rural areas. Another definition of this concept is also to increase the purchases along with the demand of the products which are not available easily in the remote areas. If we have a minute observation, rural marketing gives an opportunity to many upcoming entrepreneurs and also gives a new opening for the famous branded products to increase their sales although the companies need to understand the financial background and the choices of the rural folks. Rural marketing provides a display place for all kind of seller's whether it is a new entrepreneur or a prominent business person.

Indian villages are very popular for village haats. A village haats is a setup of small market place where farmers come to sell their cultivated goods and products. This market is setup every week, a



particular day is decided and once in a week there is a small haat (small bazar). Now here there is buying and selling of various goods, products and services. The major role in this kind of bazaars is the farmers. Nowadays rural marketing is understood and used by many of the peoples. Even the famous brands sell their products in the rural market in order to increase maximum sales of the products. A sequence of marketing schemes and strategies is been used for retailing various products. Mostly rural markets are filled with the farmers and countrified people which have a very less knowledge about new marketing schemes and strategies.

#### Problems faced by farmers and countrified population

- 1) Lack of marketing knowledge.
- 2) Less use of technology and other informative resources.
- 3) Reduced amount of knowledge about the government policies.
- 4) No attempt to upgrading ourselves to new technologies and leaning new techniques.
- 5) Lots of connectivity issues with world and modern technologies.
- 6) Financial burdens.
- 7) Lack of knowledge about the new agricultural methods.
- 8) Unfavorable weather for farming (low rainfall).
- 9) Believe in superstitions.
- 10) Depression and suicidal tendency.

#### Digital marketing

(Source: - Wikipedia, Site called *digital-skills.in*)

Digital marketing is the process of marketing the product or services using various digital technologies. Digital marketing has proved a very successful process used in marketing and also in increasing sales of many products. There are many methods of digital marketing such as search engine optimization (SEO), content automation, social media optimization, content marketing, influencer marketing, campaign marketing, data-driven marketing, search engine marketing (SEM), social media marketing, display advertising, e-books, e-mail direct marketing etc.

As digital marketing best marketing strategy is using social media so this is the reason it has changed the definition of marketing and is better than tradition marketing. But as digital marketing is so useful how many of new entrepreneur knows about it? Are all our local vendors educated about the process of digital marketing? As rural marketing is growing in a noble speed although not many rural public, farmers and beginners in business are achieving profits through it. Digital marketing is can be a used by all the rural area people and the farmers if they are well educated about it.

Digital marketing can be synchronized with rural marketing by the use of information technology.

- 1) Farmers can be guided about new agriculture technologies by social media with the use of Skype and by use of video calling and conferences.
- 2) Various companies can hold digital workshops and can offer practical sessions.
- 3) Short term courses can be provided about marketing strategies and new schemes.
- 4) A full explanation of various brands and product can be provided to all the beginners' business owners and entrepreneurs.
- 5) Small workshop can be organized about using the social media and shopping portal.

- 6) How to sell and buy products online on various shopping portals this should be professionally explained.
- 7) Short term courses of digital marketing should be provided in rural areas.
- 8) There are many traditional products and services if marketed well in urban areas then can make lots of business. This kind of products should be showcased by using websites, social media so it could reach many more consumers.
- 9) As rural people are not often connected to world so technologies should be taught to them so the communication gap between rural n urban people will be reduced.
- 10) Small sale business should go online by using online portal.
- 11) Every entrepreneur, new and small enterprise, talented businessmen should upgrade their selves with modern IT technologies and marketing strategies.
- 12) Rural markets can be digitalized with a brief knowledge of digital technologies.
- 13) Basic knowledge about the embedded system such as sensors and automobiles should be provided.
- 14) Concept of using Internet, should be explained and regulated in day to day jobs.

### Consumer Psychology

(Source: - site called *entrepreneur.com*)

It's very common when we buy anything, we think! Consumer when shop the whole decision depends on his choices and the choice depends on his likes and dislikes and his likes and dislikes depends on his intellectual and knowledge. This whole concept need a very few seconds to get fractioned and accumulate a final result to buy a particular product. This whole equation of buying, profit shopping (a state where customer feels he is in profit after buying any object in a good deal) in a consumers mind is been manipulated by a psychological theory which is well understood by all the big and famous marketing companies.

But are all our new business owner, new born entrepreneur or upcoming talented individual and business men educated about them? There are lots consumer psychology manipulating schemes and ideas which are used by many famous business persons and marketing companies.

### Some Psychological pricing strategies

#### 1) Reducing the left digit by one ( e.g. :- 100 is written 99)

When a consumer find out the price of the product he thinks of his budget as every person keep a monthly plan of his expenditure so everyone has a budget in mind. So when there is a budget there is also a limit for numbers in mind of a shopper. For example if the price of the product is 300 and if it is showcased as 299 only then there is a psychology that 299 is cheaper than 300 basically our subconscious mind feels a profit in purchasing for 299. This is the technique in which let a consumers brain think that 299 is less than 300 although the value has difference but not huge difference, still our brain approaches for the cheaper value then the other. Many times consumer even don't bother to take the remaining change of the money is paid a whole round amount for the main price. This kind of techniques are not well understood by the shoppers and also not understood by the new entrepreneurs so there is a problem in selling of a product and managing profit.



## 2) Buy one and get one free

This term is followed by many shopkeepers this is a scheme which let people feels profit of buying a product on which another product is free and customer even buy the product in greed of free product even if they don't need the product. This strategy gets successful due to greed of people for an extra free product. Currently there are many smart buyers who understand this all schemes so they don't fall for such schemes but there are even another schemes like *buy one get three free*, *Shop for a certain amount and get free delivery*, *Shop for certain amount and get free coupons for movies*, *in any food hubs, shop for certain amount and get 25% discount etc.*

## 3) Comparing Price

When customers go for shopping, they mostly compare price, quality, quantity and other features. This kind of information and the pattern of shopping of various shoppers is been studied by all marketing companies and business owners. Price comparing is most often done by many of the customers. For example if a watch of 4000 rupees is been placed besides 400 rupees watch with the same features and appearances then at a first glance customer will compare the low-priced watch with the expensive one and buy the low-priced watch. Here customer compares the product with only the expensive watch placed besides it and not with other watches in the shop which could be more affordable and useful.

## 4) Non-seasonal Sales

Shoppers have an enthusiasm for sales. There is a non-formal understanding that sales are kept for consumers to grab or achieve good deals on various products. But this isn't the whole picture about sales. Sales can be very profitable for only the products which are genuinely needed by the customers. Well here the marketing strategy just revolves to attract by the ideas of sales and making the brain think that sales will provide all good deals and shopping will be profitable. The ideas of non-seasonal sales are to make sure that the leftover stock is completely sold. Even sales are useful to make growth of a shop or brand as a way of publicity so customers will be bounded to the same brands for years.

## 5) Television Advertisement

Television Advertisement has a huge influence on the decision making of purchases. The best marketing source is advertisement as in tradition marketing process mostly advertisement were done in newspapers, magazines, pamphlets etc. But in today's lifestyle not many people have time to read and write. But everyone does watch television and are connected to media.

Television advertisement has a drastic effect on all pattern of shopping of shoppers. If a product is been advertised by a famous or any beloved TV actor, then the attachment is increased to the particular product. This is again a very strong marketing strategy but all the business owners are not able to use it. There will be many more pricing strategies and various marketing schemes which is been used by almost all famous companies and marketing firms. But when it comes to the young business people or the new emerging entrepreneurs how will they understand and comply with the others and build a successful business for them? There is a need of professional education about all the practical marketing skills which the new enterprises could use for upgrading their business skills.



### Need of professional training

Even if the entrepreneurs have complete information about the product and service he/she is selling, still there is a need of some professional training. So the process of marketing will be better performed and understood by the all new business owners. Using this kind of knowledge it is easy to apply ideas using digital marketing.

### Areas on which professional training is beneficial

- 1) Social media marketing.
- 2) Content writing and content marketing.
- 3) Various marketing skills and sales skills should be professional understood.
- 4) Analyze the marketing products and strategies.
- 5) Online selling and buying knowledge should be progressed.
- 6) Training for understanding online study portals and websites for retailing should be gained.

### Findings

Brand building is much easier when targeted audience is easy to reach. And by the use of digital marketing it is easy to reach out to targeted audience in a short time. So by the use of digital marketing many small scale business persons can achieve the quality brand building and successful marketing. As rural areas are still learning about the new technologies still digital marketing and use of digital technology can be used to solve many problems. Thus seeking right education will help the new business person to understand the psychology of consumers and will build a new confidence in business. Rural and countrified society can be more beneficial by accomplishing new agricultural technologies which will help them to have a successful agribusiness. It is said that science and art of today is the technology of tomorrow, so grasping knowledge about new technologies and educating about it is no harm to anyone.

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