


**A PERSPECTIVE OF DIGITAL MARKETING IN RURAL AREAS: A LITERATURE
REVIEW**

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| ARTICLE INFO | ABSTRACT |
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| <p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 22 March 2023</p> | <p>Purpose: The aim of this study is to find users who are willing to use digital marketing over traditional marketing.</p> <p>Theoretical framework: The article is portrayed various research which includes quantitative, and qualitative analyses and case studies available in various databases like a web of science, Scopus is illustrated for a better understanding of the topic</p> <p>Design/methodology/approach: This paper wants to find out what makes people want to use digital marketing tools for further study. According to the author's previous research, factors that affect digital marketing are attitude, trust, adaptation, value, and quality. According to the author's analysis of recent studies, digital marketing is more effective than traditional marketing, and users are more willing to use digital marketing than traditional marketing. So, this article shows different kinds of research, such as quantitative and qualitative analyses and case studies that can be found in databases like Web of Science and Scopus. This helps readers understand the topic better.</p> <p>Findings: The Review provides a literature review of who is willing to use digital marketing over traditional marketing.</p> <p>Originality/value: The review discusses theories, methodologies, context, findings, and future scope of research.</p> <p>Research limitations: Limitations were found when picking relevant journals and articles. Some journals need authentic access to get in, so data can't be analyzed from these articles. Also, this study is limited with rural context.</p> <p>Social implications: The use of digital marketing technologies and tools that can be used more effectively to improve the traditional marketing strategy because the word "digitalization" has started to take over the world. Digital marketing tools are one of the best ways to connect with customers and draw them in.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1388</p> |
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**UMA PERSPECTIVA DE MARKETING DIGITAL EM ÁREAS RURAIS: UMA REVISÃO DA
LITERATURA**

RESUMO

Objetivo: O objetivo deste estudo é encontrar usuários que estejam dispostos a usar o marketing digital em vez do marketing tradicional.

Estrutura teórica: O artigo é retratado várias pesquisas que incluem análises quantitativas e qualitativas e estudos de caso disponíveis em várias bases de dados como uma teia de ciência, Scopus é ilustrado para uma melhor compreensão do tópico.

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Design/metodologia/abordagem: este documento quer descobrir o que faz com que as pessoas queiram usar ferramentas de marketing digital para estudos adicionais. De acordo com a pesquisa anterior do autor, os fatores que afetam o marketing digital são atitude, confiança, adaptação, valor e qualidade. De acordo com a análise do autor de estudos recentes, o marketing digital é mais eficaz do que o marketing tradicional, e os usuários estão mais dispostos a usar o marketing digital do que o marketing tradicional. Então, este artigo mostra diferentes tipos de pesquisa, tais como análises quantitativas e qualitativas e estudos de caso que podem ser encontrados em bancos de dados como Web of Science e Scopus. Isso ajuda os leitores a entender melhor o tópico.

Conclusões: A Revisão fornece uma revisão de literatura de quem está disposto a usar o marketing digital em vez do marketing tradicional.

Originalidade/valor: A revisão discute teorias, metodologias, contexto, descobertas e escopo futuro da pesquisa.

Limitações da pesquisa: Foram encontradas limitações ao selecionar periódicos e artigos relevantes. Algumas revistas precisam de acesso autêntico para entrar, portanto, os dados não podem ser analisados a partir desses artigos. Além disso, este estudo é limitado ao contexto rural.

Implicações sociais: o uso de tecnologias e ferramentas de marketing digital que podem ser usadas de forma mais eficaz para melhorar a estratégia de marketing tradicional porque a palavra "digitalização" começou a dominar o mundo. As ferramentas de marketing digital são uma das melhores maneiras de se conectar com os clientes e atraí-los.

Keywords: Marketing Digital, Marketing de Mídias Sociais, Marketing Agrícola, Sustentabilidade, Sustentabilidade Agrícola, Novas Mídias, Marketing Rural.

UNA PERSPECTIVA DEL MARKETING DIGITAL EN EL MEDIO RURAL: UNA REVISIÓN DE LA LITERATURA

RESUMEN

Propósito: El objetivo de este estudio es encontrar usuarios que estén dispuestos a utilizar el marketing digital por encima del marketing tradicional.

Marco teórico: El artículo se retrata diversas investigaciones que incluyen análisis cuantitativos, y cualitativos y estudios de caso disponibles en varias bases de datos como una red de ciencia, Scopus se ilustra para una mejor comprensión del tema.

Diseño/metodología/enfoque: Este artículo quiere averiguar qué hace que la gente quiera utilizar herramientas de marketing digital para estudios posteriores. Según la investigación previa del autor, los factores que afectan el marketing digital son la actitud, la confianza, la adaptación, el valor y la calidad. Según el análisis del autor de estudios recientes, el marketing digital es más efectivo que el marketing tradicional, y los usuarios están más dispuestos a utilizar el marketing digital que el marketing tradicional. Así, este artículo muestra diferentes tipos de investigación, como los análisis cuantitativos y cualitativos y los estudios de caso que se pueden encontrar en bases de datos como Web of Science y Scopus. Esto ayuda a los lectores a entender mejor el tema.

Hallazgos: La Revisión proporciona una revisión de la literatura sobre quién está dispuesto a utilizar el marketing digital sobre el marketing tradicional.

Originalidad/valor: La revisión discute teorías, metodologías, contexto, hallazgos y el futuro alcance de la investigación.

Limitaciones de la investigación: se encontraron limitaciones al elegir revistas y artículos relevantes. Algunas revistas necesitan acceso autêntico para entrar, por lo que los datos no se pueden analizar a partir de estos artículos. Además, este estudio es limitado con el contexto rural.

Implicaciones sociales: El uso de tecnologías y herramientas de marketing digital que pueden ser utilizadas de manera más efectiva para mejorar la estrategia de marketing tradicional porque la palabra "digitalización" ha comenzado a apoderarse del mundo. Las herramientas de marketing digital son una de las mejores maneras de conectar con los clientes y atraerlos.

Palabras clave: Marketing Digital, Marketing en Redes Sociales, Marketing Agrícola, Sostenibilidad, Sostenibilidad Agrícola, Nuevos Medios, Marketing Rural.

INTRODUCTION

Digital technologies are any techniques, systems, equipment, or resources that produce, store, or process data electronically. Examples that come to mind right away are social media, online games, multimedia, and cell phones. Also, any sort of learning that makes use of technology is considered digital learning. It can occur in all subject areas of the curriculum and the later stage; digital technologies have transformed how marketing is done due to their quick development. Social media and digital marketing in the 21st century have transformed how people receive and use messages (Crittenden and Crittenden 2015). Today, the platform economy has become global and dominant with some of the most successful and valuable firms, in terms of market value (Siberian et al. 2020; Kiesling 2020; Nooren et al. 2018). These include various sectors like the transport sector: Uber, Ola, Rapido, and also in the food delivery industry: Swiggy, Zomato, Uber eats, Food panda also in the entertainment industry like Facebook, WhatsApp, Netflix, YouTube, and Instagram. At the later stage, digital marketing is the use of digital technology to create an online channel to the market (website, e-mail, database, digital TV, and through various other recent innovations such as blogs, feeds, podcasts, and social networks), which contributes to activities marketing that uses electronic media. Digital marketing and e-marketing both have nearly the same meaning and describe the management and implementation of marketing using electronic media. In such circumstances, new media as an emancipator for development (Rai and Shahila, 2013) can bring social transformation (Saunders et al., 2015). Also, digital marketing refers to any marketing activity that utilizes the internet to communicate with clients using various digital channels such as SEO, social media, and email.

Digital marketing promotion of brands via the internet and other digital communication channels is known as digital marketing, commonly referred to as online marketing. This covers text and multimedia messages as well as email, social media, and web-based advertising as a marketing channel. Also, Digital marketing is the process of communicating with customers that spend a lot of time online using a variety of digital tools and platforms, including websites, online corporate branding resources, digital advertising, and email marketing. Also, "digital marketing" has been used in many different kinds of businesses. A significant shift from traditional marketing to digital marketing has prompted the introduction of new technologies and adaptation tactics have been implemented. Digital marketing is the part of advertising that allows customers to learn about the product as well as obtain useful information or quickly spread that information to others. New information and communication technologies, in

particular the Internet and social networks, have altered market dynamics, posed a challenge to businesses' competitive positions, and enhanced consumer power (Porter, 2001). (Urban, 2005). Consumers have adopted a radical shift in the last ten years in how they gather and share information about the goods and services they are interested in, how they decide whether to make aspirational or everyday purchases, how they buy, and how they give feedback on their purchases, especially in online settings. Nowadays digital technology has evolved and has an important role in the development of all sectors. In developing countries, it is seen that the use of digital tools and technology in every industry is increased and people have benefited. This paper also looks into rural dwellers' issues or challenges in various contexts. The literature study explores existing research to determine the major variables that influence rural users to use digital marketing and technology in their area based on different sectors.

digital marketing is the first clickable web banner adverts that were published in 1994. The first well-known social networking site was launched in 1997 and has 3.5 million subscribers. Google and Yahoo's web searches, which both made their debuts in 1998 and later saw the rise of a massive economic bubble in the new century, are still used by a number of websites from the 1990s. However, many businesses suffered losses as the bubble peaked and burst between 2000 and 2002. As the economy recovered from the boom, many new websites were founded in the 2000s, including the initial versions of LinkedIn in 2002, Myspace and WordPress in 2003, and Facebook in 2004. Mobile text message marketing gained popularity in the early 2000s, and in the second half of the decade, marketing and sales both increased, with Amazon's e-commerce sales reaching \$10 billion. With the introduction of WhatsApp, Instagram, and Snapchat to the online community during the ensuing few years, which is now the present, mobile app culture grew. Nowadays, when utilizing digital media, a person spends 65% of their time on a mobile device. 96% of Google's revenue comes from Google Ad Words, which presently dominates the \$200 billion digital advertising market. Social networking has been at the vanguard of the digital marketing revolution, with an estimated 3.1 billion internet users. Influencer marketing, a \$1 billion sector, is expected to grow further due to the popularity of blogs and Instagram. In the years to come, it is anticipated that the fascinating field of digital marketing will expand and witness numerous new advances. Also in 1981, IBM debuted the first personal computer, and in the 1980s, Channel Net—then known as Soft Ad Group—began to popularise the concept of digital marketing. This gave rise to marketing techniques such as Reader Reply Cards, which were distributed with publications, and the later delivery of floppy discs with numerous advertisements. Mark Zuckerberg started Facebook in February 2004,

Google started Gmail in April 2004, and Twitter started in March 2006. Digital marketing was anticipated to grow by roughly 48% in 2010. 2012 and 2013 will be the finest years for "digital marketing," according to recent studies.

Also, the evolution of digital marketing in the agriculture sector developing nations which are also a nation with good fertile in agriculture relies on industry directly or indirectly. Also, India's agricultural history begins with the Indus Valley Civilization. In terms of farm outputs, India is rated second internationally. Moreover, half of India's workforce is employed in agriculture as per statistics agriculture sector contributes 17–18% of the country's GDP as of 2018. The term "agricultural marketing" was created to refer to the services involved in moving agricultural goods from farms to specific consumers by using various techniques like supply chain management, ground work, arranging, sorting, wrapping, and storing. Over the past 60 years, the agriculture marketing system has seen significant change due to a growth in market surplus, an expansion in the rural area and income levels, changes in the structure of demand for marketing services, and an increase in connections with global and distant markets. Reduced marketing costs are the major goal of digital marketing in agriculture. Digital marketing is one of the key elements in agriculture that contribute to the anticipated development. (Raghuram, 2022) (Raghuram, 2022) Digitalization of the agriculture industry refers to the use of internet-connected digital technology. Every aspect of agriculture will be affected by digitalization, but farming, rural economies, and produce marketing will need to undergo significant changes. At a later stage, digital marketing helps deliver food to consumers, sell goods, negotiate lower pricing, foster connections, and maintain customer satisfaction depending on the marketing.

And here, the definition places emphasis on the characteristics of social networking (e.g., Facebook) Web-based services that let users build public or semi-public profiles within constrained systems, establish a list of other users with whom they have connections, and read and explore both their list of connections and those made by others are what we refer to as social network sites. These bonds may assume different shapes and have different names depending on the region.

Also, Philip Kotler and Gerald Zaltman first used the phrase "social marketing" in 1971. It was then used to refer to marketing strategies that have the power to alter social behavior. Social advertising and even social communication should not be confused with social marketing. According to Kotler and Zaltman, "Social marketing is the design, implementation, and monitoring of programs aimed to impact the acceptance of social concepts and that embeds planning, pricing, communication, distribution, and marketing research concerns". Here,

utilizing social media channels to advertise a good or service is known as social media marketing. Although the terms e-marketing and digital marketing are still widely used in academics, social media marketing is becoming more popular among practitioners and scholars. Using data analytics features built into social media platforms, businesses may monitor the progress, effectiveness, and engagement of advertising efforts. Businesses can engage with a variety of stakeholders via social media marketing, including current and potential consumers, current and potential employees, journalists, bloggers, and regular people. Social media marketing includes campaign management, governance, and scope defining on a fundamental level. Companies can utilize social media marketing to enable consumers and Internet users to create user-generated material, commonly known as "earned media," rather than using marketing-prepared promotional language.

Also, the agriculture sector has used digital marketing tools such as WhatsApp, Youtube, and Facebook to promote and connect with the customer, and to get feedback on factors like adaptation, availability, value, and trust which help to increase the sales of the product in the agriculture sector.

Background

Using a range of new, largely digital, formats and platforms, people can utilize social media to create, publish, share, collaborate, discuss, and network. Social media includes websites like blogs, Twitter microblogs, discussion forums, social photographs, social networking sites like Facebook and LinkedIn, and video sharing (YouTube). In this study, the Major benefits of social media in the agriculture sector include gathering a wealth of information and ideas, creating vital collaborations, reaching a larger audience, and connecting with agricultural professionals.

Justification

This study wants to find out why people want to learn more about digital marketing and new technology. Also, limited research has been done on how digital technology can be used in agriculture in rural areas and to identify factors that influence the usage and adoption of digital technology in the rural area.

The objective of the work

- The main objective of the article is to portray all the review research work that does illustrate the context of digital marketing in agriculture.
- To better understand the impact of digital marketing and technology in the rural and agriculture sector and also to know variables in different types of industries.

LITERATURE REVIEW

A literature review was undertaken to illustrate the current state of the digital marketing research domain because it is seen to be a suitable method for determining the state of the art of a topic and areas that need more investigation. (R. Dhivya, 2013) examines the various aspects of the rural market that create larger market potential for companies seeking to enter the market, as well as the causes of growth and attractiveness in the rural market, which are important factors to consider in rural market research. Furthermore, (Pareek, 2013) identified the factors that influence rural users to use digital marketing as availability, awareness, acceptability, and affordability. Also (Milovanovic, 2014) and (Danielle White, 2014) examines the role, potential, and contribution of information technology in agribusiness and explain how information technology can be used in a variety of agricultural fields. According to Singh (2016), digital marketing assists marketers in understanding how attitudes influence consumer behavior toward banking in rural India. According to (Efendioglu, 2016), digital marketing periods and benefits, experienced transitions, and differences between traditional and digital marketing, and (Kamal, 2016) attempts to examine the aspect of Digital Marketing and tries to quantify the value and space of a company's need identification habit. (James, 2017) identifies barriers to social media adoption by agriculture-based enterprises.

Additionally, the adoption of new technologies in the workplace is frequently hampered by issues with connectivity, technological issues, training, awareness, and stability. Here, (Abid, 2017) attributes an integrated framework to improve stakeholder networking through various types of partnerships and better climate change adaptation. furthermore (Suresh, 2018) investigated farmers' knowledge of social media and its applications in the production and marketing of their products through in-depth interviews with agriculturalists who met specific criteria: (1) working in agriculture, (2) using several social media platforms, and (3) using social media to market his/her agricultural operation. At the same time, perceived ease of use has a negative impact on views towards social media marketing adoption. Also (Jeetendra Prakash Aryal's, 2018) inspects that demographic traits, farm plot characteristics, market accessibility,

socioeconomic conditions, climate hazards, availability of extension services, and training all have an impact on both the likelihood and intensity of CSAP adoption. According to (Dr. S. Nadarajan, 2018), marketers should analyze the strengths, weaknesses, opportunities, and threats in rural marketing. The strength of rural marketing as perceived by marketers is examined using eight variables' farmers and traders rate marketing knowledge and product availability as the most important variables.

Also, several recent studies have looked at how different sorts of digital marketing and social media marketing communications affect people's attitudes. here, (Desai, 2019) focuses on conceptualizing digital marketing and how it can benefit today's businesses.(Boban Melovi'c, 2020), attributes business activity, size of the company, period of implementation, types of digital marketing, carriers, cost-effectiveness, traditional marketing, and Brand perception way of measurement factors to determine how businesses apply digital marketing and use varying levels of influence, among which the period of implementation, the skills of the people in charge of its usage, perception of its cost-effectiveness, measurability, and measurement methods. Additionally, (Rakesh Pandit, 2020), describes digital marketing as making all consumers and companies on the planet potential clients and suppliers by erasing geophysical hurdles like digital illiteracy, a large and dispersed market, language barriers, and the convenience of online shopping. Villagers' intention to adopt e-marketing, according to (Seyed Jaber Alavion, 2020), was based on economic and behavioral aspects like belief, normative views, control beliefs, and rural access. Also, (Dr. Krunal K Bhuva & Dr. Vijay H. Vyas, 2020) investigates how digital media may be used for marketing and to identify products/companies employing digital media to increase their consumer base in the less developed sector of consumers.

In the context of Indian agricultural marketing; the Government has given a good attempt at the direct marketing of agricultural commodities using tools like the uzhaven application this tool helps farmers to know daily updates about the product and updates about the Agri sectors. But here, in developing countries rural communities particularly, farmers were facing various challenges and obstacles in using information technology tools like mobile phones, networking, and awareness. Also, studies by (Y. Li, 2007) and (A. Naga Bhushan, 2020) give providers important insights into the crucial variables that influence uptakes, such as compatibility, personal ease of use, innovativeness, perceived usefulness, perceived reliability, and cost, and they enable them to provide more successful, relevant, and effective E-commerce products. The goal of the (Honghua Han, 2020) study is to comprehend the driving

forces behind Chinese rural farmers' adoption of social media marketing (SMM) tools. 2020 (Aaditi) Mention the important role that social media plays in agriculture marketing and the factors that affect farmers' desire to use social media. (Pradip, 2021) outlines new media methods for connecting with farmers in various regions and segmentation for a behavioral shift and adopting new media for better and more sustainable agriculture. It has evaluated the elements that influence farmers' access to and usability of new media while also providing a plan for changing their behavior. The influence of structure, process/system, culture, and people on digital transformation at the nexus of the marketing and sales departments was examined (Naumann, 2021). Also, (Vasumathi Palaniswamy, 2022) Research shows that perceived credibility, reference group, infotainment, and perceived usefulness all have a strong beneficial impact on social media marketing adoption. Additionally, (Justina Setkute, 2022) identifies both internal and external factors that affect and hinder the use of digital marketing, including business culture, capabilities, resources, organizational structure, operating environment, broader trading environment, and product. External factors include customers and competitive factors related to this B2B SME context. Also, (Swaminathan Panchanathan, 2022) proved that the direct and indirect effects of (SM) input such as interactive and entertainment apps on output such as academic performance, social intelligence, and health are recognized, examined, and analyzed via mediating processes such as reaction and adoption to SM.

MATERIAL AND METHODOLOGY

To achieve these objectives, this study explores existing research to determine the major variables driving the shift in consumers' or users' attitudes toward digital marketing and its technology. The associated literature for this review was then chosen using several procedures. First, using the methodology employed in previous review papers, then did a broad search for digital marketing and its technology published in recent years, including online databases and article reference lists.

Finally, those research articles contributed to the understanding of digital marketing and its technology, users' attitudes about them, and the adaptation level of new technology and climate. such items were examined and analyzed. To better understand the significance of factors discovered in diverse contexts, and have highlighted several earlier types of research that have identified similar aspects.

Factors Widely Used in Rural Areas by the Researchers in the Previous Studies

In the following paragraph, the authors have discussed the factors like adaptation, availability, trust, willingness, quality, value, barriers, attitude, and interest which are widely used in the area of rural marketing. (James, 2017), (Abid, 2017), (Deshmukh, 2017), (Md. Momenul Huq, 2017), (Jeetendra Prakash Aryal, 2018), and (Sudhanshu Joshi, 2021) According to the study on how farmers adapt to climate change and new technology development in the agriculture sector. Also, (Suresh, 2018) (Mark Bilandzic, 2011) proved that the availability of equipment in a specified operable and committable access is also one of the important factors to access digital marketing tools also the availability of a digital tool places an important role to access or to get awareness about digital technology by the users. Additionally, (Danielle White, 2014) (Priyanka Jayashankar, 2018) discussed that Customer's trust in new technology or social media is important to make them loyal, and also the trust factor will make the users use the new technology. (Devesh Thakur M. C., 2018) Whether or when the farming community adopts social media would heavily depend on the caliber of the information offered and also value (Chepkirui, 2021) To reach a larger audience, it's vital to reposition social networking as a useful tool as opposed to a time waster. (Prof. Shrikant Waghulkar, 2017) The farmer's knowledge of e-commerce and internet applications is directly tied to his or her desire to promote products online.

Factors Widely Used in Digital Marketing by Researchers in the Previous Studies

In the paragraph that follows, the authors have discussed the elements like perception, behavior, performance, purchasing, value, and space which are frequently used in digital marketing. (Shrama, 2013) discussed purchasing the product through digital marketing plot form or purchasing product because influenced in digital marketing when considering rural marketing, a few key considerations are branding, and media. (Singh, 2016) says the perception of digital media is predicated on how users of information technology are seen by their customers. (Efendioglu, 2016) behavior change of users, Periods and benefits of digital marketing, as well as a comparison of traditional and digital marketing. (Kamal, 2016) users are always preferring the value of the product to use and value is also one of the important factors which influence the user to use the product. (Krunal K Bhuva&Dr. Vijay H. Vyas, 2020) the innovation of new technology with diversification has made it possible for a business to reach this untapped rural market effectively and efficiently at a low cost. (Naumann, 2021) The

integration of marketing and sales is impacted by digital transformation, which ultimately impacts organizational performance.

Methods Previously used by the Researchers

The researchers have recommended their views regarding what makes digital marketing in the agriculture sector more successful. Much research has been done to determine all of the factors like an adaptation to new technology and climate, availability of resources or tools in digital marketing, willingness, and trust among the users, the willingness of the users, interest, value, quality, barriers, and attitude were suggested. Also, various models have been used a Conceptual model, Case study, Descriptive research, Gratification and diffusion of innovation theory, Applied research, Exploratory research, Multivariate/order pro bit model, Delphi method, Fuzzy Delphi, fuzzy decision-making trial and evaluation laboratory (DEMATEL), Adaptation and technology acceptance model, TAM model were been used to do the research out of which the most important and vastly used models are case study, Delphi method, TAM model as the factors in the models like adaptation willingness/interest, value/quality played a significant role in terms of research. The below-mentioned models properly fit the criteria making them vastly used and the researchers have clearly explained the significance in the below paragraphs.

Case Study

In digital marketing especially in the agriculture sector, many researchers have done case studies in depth, to know detailed knowledge about digital making in agriculture sector also many researchers focus on climate change and technical adaptation, and case studies can also be done with any individual, group, organization, event, or action. (James, 2017) further, to understand social media use, they employ a case study approach that combines qualitative and quantitative methods using survey data on Welsh farms and semi-structured interviews. (Abid, 2017) Conducted a case study to learn about an integrated framework to enhance stakeholder networking through various forms of partnerships and better climate change adaptation.

Delphi Method

Delphi study is a "technique for arranging group communication so that the process is effective in allowing a group of people to persons, as a whole, to deal with a difficult problem"

(Pradip, 2021) used the Delphi technique to identify 184 rural South Indian farmers who use smartphones and new media. The farmers were then asked to use WhatsApp to share agricultural news, and in the final stage, in-person interviews with entrepreneurs and farmers were conducted to understand how they use social media, e-learning, and new media. Additionally, (Sudhanshu Joshi, 2021) investigate the important elements for food security across AFSC, fuzzy Delphi, and fuzzy decision-making trial and evaluation laboratory (DEMATEL) methodologies were used to discover the critical success factors (CSFs) for DT adoption and the relationships between them.

Adoption Theories

The unified theory of acceptance and use of technology UTAUT (Viswanath Venkatesh, 2012) extends to study acceptance and use of technology in a consumer. Also, the adaptation and technical acceptance model are a theory of information systems that simulates how consumers adopt and use technology. (Priyanka Jayashankar, 2018) Conducted a study identifying how perceptions of value and risk are impacted by trust, and how those perceptions are subsequently impacted by IoT adoption. This model is used to know the impact of the adaptation of digital technology in the agricultural sector and to better know about the trust factor of the digital technology by the user. To know the barriers to accepting technology in the agriculture sector. Further, (A Naga Bhushan, 2020) investigate to learn how farmers felt about using technology, such as using it to increase farming output. (Y. Li, 2007) from an innovation adoption standpoint, the study investigates views and attitudes toward the adoption of mobile commerce. According to the Technology Acceptance Model (TAM), a generation's beauty and utilization are governed by two important attitudinal factors: perceived usefulness (PU) and perceived ease of use (PEOU). This makes it easier to decide whether the TAM still needs to provide a strong justification for the adoption and use of dairy farming technologies.

RESULT AND DISCUSSION

Table 1 Gap Analysis Grid

| Factors | | | | | | | | |
|---------------|------------|--------------|---------------|-------------|-----|-------------|-------------|------------------|
| Adaptation | | | | | | | | |
| Availability | | | | | | | | |
| Trust | | | | | | | | |
| Willingness | | | | | | | | |
| Quality | | | | | | | | |
| Value | | | | | | | | |
| Attitude | | | | | | | | |
| Interest | | | | | | | | |
| Perception | | | | | | | | |
| Behavior | | | | | | | | |
| Performance | | | | | | | | |
| Opportunities | | | | | | | | |
| Methods | Case study | Survey-based | Delphi method | Descriptive | TAM | Distinctive | Exploratory | Diffusion method |

Source: Prepared by the authors (2022).

Findings

From the above table, most of the research was conducted using case studies, and most of the criteria are given in the table. Next, survey-based research was conducted using a few of the components, and finally, more research utilizing the diffusion technique of study was required given in table 1.

CONCLUSION AND FUTURE DIRECTIONS

We have a wide range of digital marketing technologies and tools that can be used more effectively for the improvement of the traditional marketing strategy because the term "digitalization" has started to take over the world. Digital marketing tools are one of the best ways to connect with customers and attract them. Digital marketing has been the subject of studies, particularly in the agricultural industry. Although the many components and techniques utilized in digital marketing have been thoroughly addressed in this study, with a primary focus on the agricultural sector, Also this research has been limited to rural areas and agriculture sectors also digital marketing has been used in many different sectors for multi-purposes and suggestion for further work or research is still required to concentrate on the comparative study aspects, and also the further study of social media and entrepreneurship could provide insights into how agriculture is evolving and how farmers are adapting to the technology by using

different variables. The Social Media tools like Facebook, WhatsApp, and YouTube when compared to other variables are yet to be focused on in regard to agricultural extension and development departments to reach out to farmers in India. However, there appear to be bright prospects for social media use in agricultural extension and advisory services given the recent initiatives taken by the Indian government to enhance social media use.

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