

From Village Markets to Virtual Markets: Barriers and Prospects of E-Marketing Adoption in Rural Enterprises abstract is in easy language

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Abstract—This study looks at how small businesses in villages are moving from selling in local markets to using the internet to sell their products. It explores three main things:

- (1) how much rural entrepreneurs know about e-marketing (selling and promoting goods online),
- (2) the main problems they face when trying to use e-marketing, and
- (3) the chances or opportunities e-marketing can create for their business growth.

The research used both a survey and interviews with rural entrepreneurs. The survey helped to measure their level of awareness and the current use of online tools such as social media, online marketplaces, and mobile apps. The interviews gave a deeper understanding of everyday challenges like poor internet connection, lack of digital skills, limited money for marketing, and low trust in online payments.

Findings show that while many rural entrepreneurs have heard about e-marketing, only a small number actively use it. The main barriers include weak internet services, high data costs, limited technical knowledge, and fear of fraud. At the same time, there are clear opportunities: e-marketing can help rural businesses reach bigger markets, increase profits, and reduce dependence on middlemen.

The paper suggests simple steps such as digital skills training, better internet facilities, and easy-to-use local language platforms to help rural entrepreneurs adopt e-marketing. By overcoming these barriers, village businesses can connect with larger markets and grow in the digital economy.

Index Terms—Component, formatting, style, styling, insert. (*E-marketing, rural entrepreneurship, digital marketing adoption*)

I. INTRODUCTION (HEADING 1)

In many developing and emerging economies, rural entrepreneurs play a key role in creating jobs, supporting local livelihoods, and strengthening regional economies. Traditionally, these entrepreneurs have relied on face-to-face selling in village markets or through middlemen to reach customers. However, the rapid spread of the internet and mobile technology has opened up new ways of doing business. **E-marketing**—using online tools such as social media, mobile apps, and e-commerce platforms to promote and sell products—offers rural enterprises a chance to reach wider markets, increase profits, and compete beyond their local area.

names and their affiliations are written just below the title in a slightly smaller size than the main heading but still easy to read.

Units

When writing a research paper, it is important to use **standard units of measurement** to ensure clarity and consistency. The recommended system is the **International System of Units (SI)**. This includes meters (m) for length, kilograms (kg) for mass, seconds (s) for time, amperes (A) for electric current, kelvin (K) for temperature, moles (mol) for amount of substance, and candela (cd) for luminous intensity.

Always use **consistent units** throughout the paper. For example, do not mix meters and feet or kilograms and pounds in the same section. When it is necessary to use non-SI units (such as hectares or liters), provide the SI equivalent in parentheses.

Avoid abbreviating units in unusual ways and make sure symbols are written correctly (for example, “m” for meters, not “M”).

When presenting data in tables, figures, or equations, clearly state the units in the headings or labels.

Using standard units not only makes your paper more professional but also ensures that your results can be easily understood and compared by readers from different regions or disciplines.

Equations

Equations in a research paper should be **clear, simple, and properly numbered** so that they can be easily referenced in the text. Each equation should be centered on the page, and a number should be placed in parentheses on the right side.

For example: $E=mc^2$ (1)

When referring to an equation in the text, always use its number: “As shown in (1), energy is proportional to mass.”

Use **standard symbols and notation** and define each variable immediately after the equation or in a nearby sentence. For example, in the equation above, E is energy, m is mass, and c is the speed of light in a vacuum.

If an equation is long, break it into multiple lines for readability, and align the equal signs vertically if possible. Avoid unnecessary complex formatting, and make sure the font size matches the main text for consistency.

Equations should be integrated smoothly into the text, and explanations should accompany them to help readers understand their meaning and relevance to the study.

Some Common Mistakes

When preparing a research paper, authors often make mistakes that can reduce clarity, readability, and professionalism. Being aware of these errors can help improve the quality of your paper.

One common mistake is **inconsistent formatting**. For example, using multiple fonts or font sizes, irregular spacing, or inconsistent heading styles can make the paper look unprofessional. Always follow the journal or conference guidelines for font type, size, and heading styles.

Another frequent error is **improper use of abbreviations and acronyms**. Abbreviations should always be defined the first time they appear. Using too many abbreviations can confuse readers.

Units and measurements are another area of concern. Mixing SI units with non-standard units, or using incorrect symbols, can lead to misunderstanding. Always use standard SI units and provide conversions if necessary.

Equations are often poorly presented. Common mistakes include not numbering equations, inconsistent symbols, or failing to define all variables. Always number equations and clearly explain each symbol.

Other typical errors include:

- **Incorrect citation or reference formatting**
- **Figures and tables without captions or unclear labels**
- **Spelling and grammar mistakes**
- **Long, complex sentences that reduce readability**

Avoiding these mistakes ensures your paper is clear, professional, and easy to understand. Careful proofreading and adherence to guidelines will improve the chances of acceptance for publication.

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After the sing a pre-designed template makes it easier to format your research paper correctly and saves time. A template already includes the proper **font styles, headings, margins, column layout, and spacing**, so you can focus on writing your content rather than formatting.

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*The authors' names and affiliations should be clearly listed below the paper title. Each author's **full name** should be included, followed by their **institution, department, city, and country**. Email addresses are often added for correspondence purposes.*

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Acknowledgment

The acknowledgment section is where authors can **thank individuals, organizations, or institutions** that helped in the preparation of the research paper. This may include advisors, colleagues, funding agencies, or anyone who provided technical support, guidance, or resources.

Keep the acknowledgment **brief and professional**. Avoid including personal messages or lengthy comments. Mention the contributions clearly and, if applicable, the grant or project numbers.

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