

## **A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN TODAY'S SCENARIO OF SMALL-SCALE INDUSTRY**

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### **ABSTRACT**

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. Digital marketing achieves targets of marketing a business through different online channels. When small-scale industries get started, their focus is often on how to get the first customers through the door. The digital world has changed everything. In the modern era of technology, people are inclined towards digitalization. The Internet is an essential part of our daily lives because it's the easiest mode to seek information and 60% of users use it for communication, entertainment, and research. This study was carried out to find out the factors that affect effectiveness of digital marketing in small-scale industries. Using a structured questionnaire primary data was collected from 120 respondents. The impact on digital marketing strategy in small-scale industries are analyzed.

### **INTRODUCTION**

Nowadays Internet/ Digital market is open for all industries not only for the big Brands in the market but for the small-scale industries to reach their target customers to bring higher turnover with digital marketing so, small scale industries also expect more customer list and can reach to the targeted consumers on a higher prospective through a Digital Marketing. This is a good opportunity for the owners to connect with the Digital world and inform the targeted consumers or prospects about your products, services and firm/Brand more loudly and clearly. Set your goals and do research for effective digital marketing in SSI. This will help to know who are your digital and direct competitors. Build your own website, operate and update it regularly. Focus on fresh ideas it will give you the good reputation on the Digital Market and it will attract the new consumers. So, keep yourself update and connected on the digital market in small scale industries and you will earn Brand Loyalty, Brand Identity, Reputation, without any limitations and little efforts. The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. Digital marketing became popular with the advent of the internet in the 1990s. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels. Social Media Marketing is the manner of generating website traffic or attracting viewers and customers through social networking

websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Social media marketing is a subset of digital marketing.

## **STATEMENT OF PROBLEM**

The main problem in digital marketing is the difficulty of measuring the return on investment (ROI). It is difficult to measure the success of digital marketing campaigns since there are so many aspects to consider, such as website visits, online sales, and engagement metrics. It is hard to track the success of a campaign across different channels, such as mobile, web, email, and social media. Small Industries are struggling to reach new customers and maintain existing ones. Small Industries may have difficulty developing an effective digital marketing strategy due to limited budgets, a lack of personnel with digital marketing skills.

## **OBJECTIVE**

- To study socio-economic conditions of SSI owners.
- To understand the reason for increasing popularity of digital marketing among smallscale industry.
- To know the awareness about the various tools of digital marketing.
- To analyze the effectiveness and problem of digital marketing in SSI.
- To study whether digital marketing is really helping small scale industry to reach theirtarget customers.

## **RESEARCH METHODOLOGY**

Research methodology is a way of systematically solve the research problem.

## **SAMPLE TECHNIQUE**

For the purpose of analysis, the data has been collected from 120 response from sample respondents in Coimbatore city.

## **AREA OF STUDY**

Coimbatore city is the second largest city and is one of the major metropolitan cities in Tamil Nadu. The study covers in the area of “A study on effectiveness of digital marketing in today’s scenario of small-scale industries”

## **Period Of Study**

The study covers a period of 3 months January 2023-March 2023.

## **Sampling Procedure**

A sample design is a definite plan for obtaining a sample from a given population. 120 samples were selected by snow ball sampling method. It is one of the probability sampling techniques.

## METHOD OF DATA COLLECTION

Data was collected through both primary and secondary data source.

### ➤ PRIMARY DATA

The primary data has been collected by preparing structure questionnaire method has been followed to ascertain the information from the respondents.

### ➤ SECONDARY DATA

In the present study the secondary data had been collected from different sources of literatures like magazines, newspapers, textbooks, journals and internet.

## TOOLS USED FOR ANALYSING THE DATA

Study has the objective of ascertaining “A study on effectiveness of digital marketing in today’s scenario of small-scale industries” for analyzing the primary data the following statistical tools was used.

1. Simple Percentage Analysis.
2. Rank Analysis

## REVIEW OF LITERATURE

**Keshav Bhiva Lengare (2019)**, The purpose of the study is to examine the factors influence the price decision, selection of distribution channels by the SSI. In the period of globalization small scale industries manufacturers are facing lot of issues in area of Digital marketing such as product planning and positioning, pricing and distribution issues. The entrepreneur’s awareness concern to these various issues have been highlighted in this study. The advancement of the products by advertising is not common among these units. The major findings acknowledge that government policies are not prosperous for the small-scale industries and government not providing any financial help to the small-scale industries. SSI are not fulfilling their allotment channel or place so; small industries need to enhance their distribution channel for maximum coverage of buyers.

**Kishor Kumar (2019)**, This article mainly focuses on the growth of digital marketing in the present scenario. The study undertaken intends to discover the phenomenon related to the inclination in digital marketing. Digital marketing is expanding in India with rapid pace. Several Indian companies are using digital marketing for competitive lead. Most part as decisive role is played by internet in digital marketing. Almost all the respondents agree that the increase in use of internet and mobile has resulted for the increase in the growth of Digital Marketing. Almost all the respondents agree that the increase in use of internet and mobile has resulted for the increase in the growth of Digital Marketing.

**Raghava Krishna Nenavath (2021)**, has conducted The Role of Digital Marketing in Small scale industries for Business Development. SSI many times generally have insufficient source of revenue, support, expertise condition for conventional way of management hence from applying selective business management instrument and application such as social media can boost specific advantages. the objective is to Analyze the relationship between

digital marketing and small-scale industries growth and to discuss the positive benefit to the organization and negative effects that can lead to ineffective of business to achieve success. so, they concluded this study provides various contributions pertaining to arising digital marketing embracement related to developing business for small scale industry in general in this generation consumer have greater participation in the digital technologies.

**Henry S. Cole, Tom DeNardin & Kenneth E. Clow (2017)**, has conducted A Study on Small Service Businesses: Advertising Attitudes and The Use of Digital and Social Media Marketing. Advertising is embraced by companies as a means of building awareness, sales, and customer loyalty. However, in recent years advertising has changed. Digital marketing and social media marketing have gained a greater prominence (Lamberton & Stephen, 2016). While megabrands spend millions of dollars on advertising, small businesses often view advertising as an expense rather than a means of generating revenue. Small service business owners are often skeptical of the value of digital marketing and social media. This study examines various digital and social media channels that can be utilized to grow their business.

**PK Kannan (2017)** has conducted Digital marketing: A framework, review and research agenda. We develop and describe a framework for research in digital marketing that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Our key objective in this paper is to set an agenda for research in digital marketing. We have defined digital marketing in the broadest sense and we have developed and proposed a framework that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies play a key role.

## HISTORY OF DIGITAL MARKETING IN SMALL-SCALE INDUSTRIES

Digital marketing in small scale industry has been evolving since the early 2000s. Initially, small businesses often relied on traditional marketing methods such as print advertising, radio, and television to reach potential customers. However, with the rise of the internet and digital technology, digital marketing became a much more cost-effective and efficient way to reach consumers.

During the mid-2000s, search engine optimization (SEO) and pay-per-click (PPC) advertising started to become popular for small businesses. These strategies enabled businesses to reach more customers online, without having to pay for expensive traditional advertising campaigns. In addition, companies began to use social media platforms such as Facebook, Twitter, and YouTube to reach even more customers.

As the technology became more advanced, digital marketing strategies such as content marketing and email marketing emerged. These strategies gave businesses the opportunity to deliver content to customers in a more targeted and efficient manner.

Digital marketing has been used by small businesses for many years, but it has grown in popularity and efficacy as technology has advanced. Early digital marketing efforts were focused on email campaigns and websites, with the goal of driving website visitors to a company's products or services. As technology has allowed for more sophisticated digital

marketing strategies, small businesses have been able to take advantage of a variety of channels and strategies to increase their reach and customer base.

In the 2010s, advances in technology allowed small businesses to start using digital marketing automation and analytics to track customer behavior and optimize their campaigns. This enabled them to better understand their target audience and create more effective Today's digital marketing that become an essential tool for small businesses. With the help of advanced analytics and automation, small businesses can create highly.

## DATA ANALYSIS

CRITERIA	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Age	Below 20	16	13.3%
	20 - 30	62	51.7%
	30 - 40	23	19.2%
	Above 40	19	15.8%
Gender	Male	69	57.5%
	Female	52	42.5%
Educational qualification	Less than high school	17	14.2%
	High school/Diploma	49	40.8%
	UG	41	34.2%
	PG	13	10.8%
Annual income	Below 1 lakh	37	30.8%
	2 – 3 lakhs	50	41.7%
	4 – 5 lakhs	21	17.5%
	More 5 lakhs	12	10%
Area of residence	Urban	101	84.2%
	Rural	19	15.8%
Marital status	Married	62	51.7%
	Unmarried	58	48.3%

Experienced years in digital marketing	Below 2 years	33	27.5%
	3 years	43	35.8%
	4 years	24	20%
	More than 5 years	20	16.7%
Digital marketing channels	Social media	35	29.2%
	Website/Blog	48	40%
	Email	21	17.5%
	Advertising	16	13.3%
Department of digital marketing in SSI	Yes	96	80%
	No	24	20%
Members works in digital marketing	0-2	49	40.8%
	2-4	43	35.8%
	4-6	16	13.3%
	Above 6	12	10%
Geographical scope of digital marketing	Regional	61	50.8%
	Local	59	49.2%
Google maps	Yes	83	69.2%
	No	37	30.8%
Correct depiction of digital marketing	E-mail marketing	24	20%
	Web marketing	39	32.5%
	Social media marketing	42	35%
	All of the above	15	12.5%
Social media marketing actually aid in SSI	Yes	117	97.5%
	No	3	2.5%

Digital marketing tools in SSI	Google Ads	31	25.8%
	Influencer marketing tools	62	51.7%
	E-mail marketing tools	18	15%
	Search engine optimization (SEO)	9	7.5%
Invest and get benefits in digital marketing of SSI	Yes	118	98.3%
	No	2	1.7%
Need for digital marketing in SSI	Sales	29	24.2%
	Revenue	48	40%
	Growth	32	26.7%
	Product	11	9.2%
More cost effective than out bond marketing	Yes	109	90.8%
	No	11	9.2%
Increase your websites in digital marketing	Content promotion	16	13.3%
	Video marketing	59	49.2%
	Guest's posting	36	30%
	Content improvement	16	13.3%
Digital marketing is more helpulto SSI	Yes	115	95.8%
	No	5	4.2%

<b>RANKING FACTORS BASED ON USING SSI'S DIGITAL MARKETING STRATEGY</b>			
<b>S. NO</b>	<b>FACTORS</b>	<b>SCORE</b>	<b>RANK</b>
1.	Digital marketing is flexible in SSI.	517	I
2.	While using digital marketing, have you had difficulty measuring ROI for your industry.	473	II
3.	Digital marketing doesnot give the expected result.	442	IV
4.	Digital marketing effective to promote SSI.	463	III
<b>ON PROBLEMS FACED IN YOUR DIGITALMARKETING</b>			
1.	Fraud	498	I
2.	Interrupting	483	II
3.	Security and privacyissue	475	IV
4.	Lack of demonstration	443	III

## FINDINGS

### PERCENTAGE ANALYSIS

- It concludes that majority of respondents (51.7%) are 20 – 30.
- It concludes that majority of respondents(57.5%) are Male.
- It concludes that most of the respondents(40.8%) are High school/Diploma.
- It concludes that most of the respondents(41.7%) are 2 – 3 lakhs.
- It concludes that majority of respondents(84.2%) are Urban.
- It concludes that majority of respondents(51.7%) are Married.
- It concludes that most of the respondents (35.8%) of them have experienced in 3years.
- It concludes that most of the respondents (40%) are aware of Website/Blog.
- It concludes that majority of respondents (80%) have digital marketing department.

- It concludes that most of the respondents (40.8%) works in 0-2 of digital marketing department.
- It concludes that majority of respondents (50.8%) geographic scope are regional.
- It concludes that majority of respondents (69.2%) use google maps.
- It concludes that most of respondents (35%) are social media marketing.
- It concludes that majority of respondents (97.5%) are aid in SSI.
- It concludes that majority of respondents (51.7%) are using Influencer marketing tools.
- It concludes that majority of respondents (98.3%) get benefit.
- It concludes that most of respondents (40%) need Revenue.
- It concludes that majority of respondents (90.8%) are cost effective than outbound marketing.
- It concludes that most of respondents (49.2%) are Video marketing.
- It concludes that majority of respondents (95.8%) think digital marketing helpful to SSI.

### **RANKING ANALYSIS**

- It concludes that flexible Ranked 1<sup>st</sup> because, it enables them to reach more people and build larger customer base quickly.
- It concludes that that Fraud Ranked 1<sup>st</sup> most of the people facing this problem because it involves digital advertising network for financial gain.

### **SUGGESTIONS**

- In SSI, paid advertising is an effective way to reach a larger audience and drive more traffic to your website through digital marketing.
- Email marketing is an effective way to keep in touch with your customers and build relationships in small-scale industries.
- Stay active on social media. Being top of mind is especially important for small-scale industries in a competitive market.
- Concretely update your content to increase your website's efficacy for digital marketing in small-scale industry.
- Video marketing is increasingly popular as a digital marketing strategy used in SSI. Create short and engaging videos to promote your products and services.

## CONCLUSION

In conclusion, digital marketing can be a great way for small-scale industries to reach new customers and increase their sales. However, it is important to consider the potential drawbacks and implement best practices in order to ensure success. Paid advertising can be expensive and may not result in a good return on investment. Additionally, email marketing should be used responsibly and in a targeted manner in order to avoid being labeled as spam. Social media can be a great way to engage customers, but it must be used strategically and consistently in order to ensure success. Video marketing can be a great way to showcase products and services, but it should be used in a creative and engaging way. Finally, it is important to measure results and adjust strategies accordingly. By taking the time to analyze the results and refine strategies, small-scale industries can successfully use digital marketing to reach their goals.

## REFERENCE

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