

The Study on the Role of Whatsapp Marketing in Small Business Growth

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Abstract:

The way businesses operate has been completely transformed by the internet. Today, a successful business may be launched and run wholly online, reaching a worldwide audience without any limitations. It offers flexible work schedules, the possibility of earning a substantial income, and the flexibility to follow one's passions while creating a successful business. With over 2.78 billion users, WhatsApp is one of the most popular messaging programs in the world.

Businesses may use WhatsApp to communicate with customers directly, gain their trust, and cultivate brand loyalty. The majority of consumers are inclined to stick with a company that communicates with them through their preferred channel and make direct purchases. The goal of this study is to determine the maximum number of potential WhatsApp users. to understand the cost-effective management practices and marketing tactics employed by WhatsApp organisations. It facilitates easy communication between companies and their clientele.

Keywords: Internet Revolution, Online Business, WhatsApp aspirants, WhatsApp Business.

Introduction:

Research, goal-setting, and positioning are all part of the process. Brand objectives, target market, marketing channels, key performance indicators, and more are usually included in a finished marketing strategy. Modern consumers are constantly searching for the best means of communication. Consumers are swiftly adopting newer channels of communication due to recent technical breakthroughs and the development of improved channels by IT corporations. Nowadays, the majority of customers choose to communicate using conversational messaging apps like Facebook, Instagram, Snapchat, and WhatsApp. By 2025, proactive customer engagement contacts will be common, according to Gartner. Reactive consumer engagement interactions will be outnumbered by interactions. Consumer companies will decrease their reliance on native mobile app experiences, cut costs, boost the efficacy of digital and self- service, and create a lasting experience for client engagement by switching to messaging platforms. WhatsApp marketing is a tactic used by companies to interact with and advertise directly to both current and future clients using the WhatsApp platform.

Review of Literature:

1. Gopal, Hedge, and Srinivasan (2018): By facilitating real-time communication and prompt solutions to consumer questions and concerns, WhatsApp marketing improves CRM. A study emphasises the value of utilising WhatsApp for customer service and engagement, stating that the medium frequently facilitates prompt, one-on-one connection, which increases customer satisfaction and loyalty.
2. According to Mohammad and Zhang (2019), WhatsApp marketing enables companies to offer customers updates and personalised recommendations, customising their products according to their interests. Starting with the fact that tailored messages sent via platforms like WhatsApp lead to increased consumer engagement and a stronger bond with the business, this study emphasises the role of personalised marketing in improving CRM.
3. Cirebon, Islam Bunga (2023): Technology has altered the way we communicate, making it simpler for people or groups to interact remotely. In the business sector, successful relationships with clients, business partners, and coworkers depend on good communication. WhatsApp is one of the most widely used chat programs available today, and it has numerous advantages for businesses. Numerous features are available, including contact lists, automated messaging, fascinating material delivery, special promotions, and customer assistance.

Objectives of the Study:

- To determine the maximum quantity of WhatsApp applicants.
- To understand the marketing tactics employed by WhatsApp companies.
- To understand WhatsApp businesses' cost-effective management practices.

Importance of the Study:

WhatsApp Business can be used independently. It facilitates easy communication between companies and their clientele. Businesses can use a number of features in this app version to enhance customer interactions and speed up the resolution of client enquiries. It revolutionises the retention and delight of customers. In 2022, 55% of companies texted their clients, which was a 27% increase from 2021.

Scope of the Study:

The WhatsApp Business Platform is a set of APIs and tools that enable larger organisations to communicate with their WhatsApp users in order to strengthen connections, foster trust, and increase sales. 300 million downloads were made in India by small business owners who wished to connect with customers where they spend the majority of their time. With a variety of business services, the Meta platform has increased its operations in India in recent years.

Research Methodology:

The nature of this study is descriptive. Only secondary data from several sources, including books, journals, and internet, was used by the researcher.

Effectiveness of Whatsapp Marketing for Small Businesses:

Whatsapp is a possible tool for reaching and interacting with clients because of its larger worldwide user base. Direct messaging, group chatting, voice and video conferencing, and other capabilities allow small businesses to communicate directly and in real time with their audience, which frequently results in improved customer experiences and higher levels of loyalty.

Importance of Marketing Strategy:

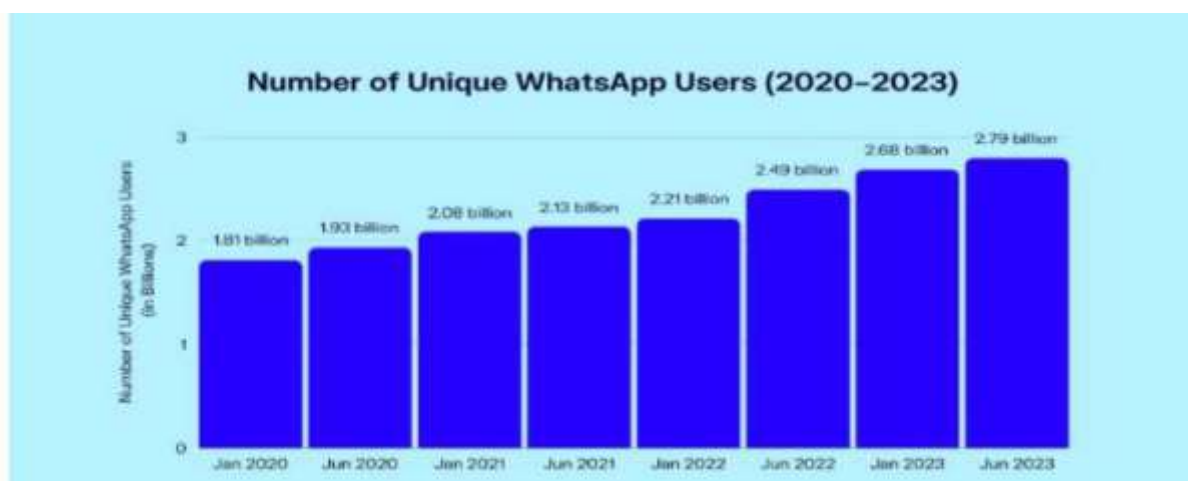
Offers Direction: A marketing plan lays out specific objectives and the steps necessary to reach them. For best results, it combines all of an organization's marketing initiatives.

Target The Right Audience: A clear marketing plan aids in identifying and comprehending the target market. In order to reach the right individuals at the right moment, this lets businesses customise their positioning and messaging.

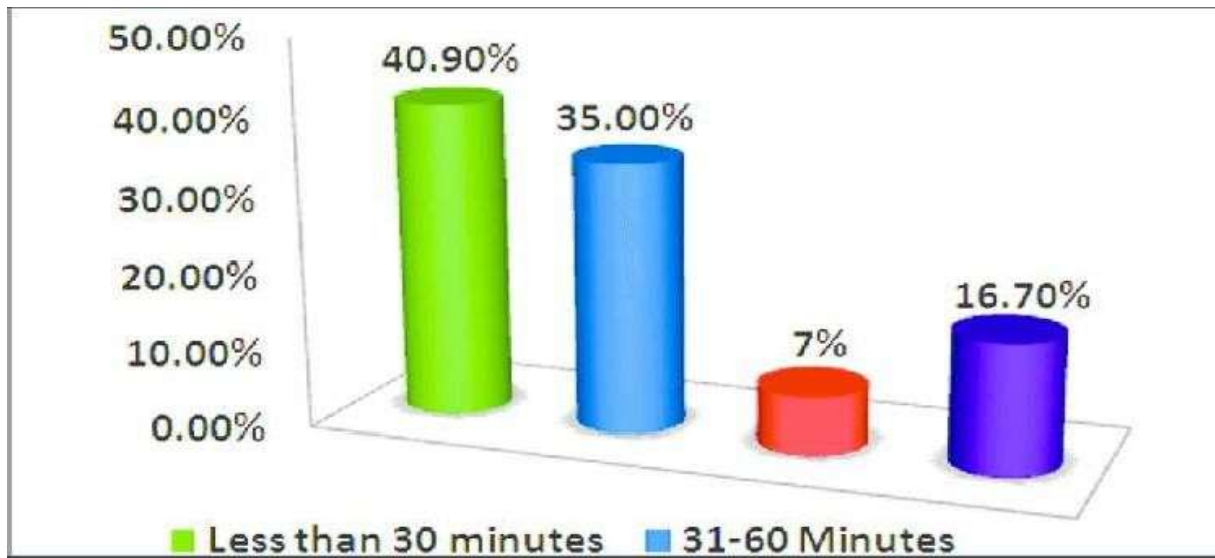
Builds Brand Identity: A marketing plan contributes to the development of a unified and consistent brand identity. This facilitates the alignment of all marketing campaigns for improved brand awareness and loyalty.

Maximizes ROI: With analysis of market trends, competition and customer behaviour, marketing strategies help businesses to find the most effective marketing channels and tactics to invest in. this helps business get the maximum return on investment.

Evaluate Performance: A marketing plan contributes to the development of a unified and consistent brand identity. This facilitates the alignment of all marketing campaigns for improved brand awareness and loyalty.

Number of Whatsapp Users:

Usage Frequency and Average Time Spent on the App:



On average, users spend 33.5 minutes per day on the app, illustrating its integral role in staying updated with family members, WhatsApp is always at the forefront of communication.

CONCLUSION:

The number of unique Whatsapp users worldwide has already topped 2.78 billion this year (2024), and projections suggest that by 2025, it will have surpassed 3.14 billion. As a result, companies can use this platform to interact with a wide range of distinctive clients. The fashion brand's marketing strategy included a timeframe for online advertising, influencer collaborations, and targeted social media campaigns.

Findings:

1. The WhatsApp company brought in almost \$10 billion globally in 2024.
2. Whatsapp bills companies according on how many texts they send.
3. The broadcast feature of Whatsapp Business enables users to send an infinite number of mass messages.
4. A significant barrier to adopting WhatsApp for commercial purposes can be data privacy issues.

Suggestions:

1. Make the profile as good as possible by adding a business description and unique selling propositions.
2. Make use of the reply automation tool to send messages or respond to commonly asked enquiries.
3. Make use of chatbots to handle purchases, provide tailored suggestions, and respond quickly.
4. Provide freebies or giveaways: To draw in new clients.

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