

The Impact of Digital Marketing on Small Scale Businesses in Pune Region

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ABSTRACT:

As everything is getting digitalized with the help of science and technology, development has been increased. Goal of this research is to know the impact of digitalization of things on small businesses. Whether small businesses are getting help through digitalization or not. Digital Marketing brought various platforms and tools for online marketing; in this research I want to find if those various tools are helping in getting profit in business to the businessman. As customer's behaviour towards buying is changing through social media marketing, but are small scale businessman able to use the various tools for reaching to customer and their needs. Also, in the pandemic did online marketing helped businessman grow their business or not. After increase in online marketing most of the businesses are getting into world of digitalization for their increase in revenue and ensure survival of their business in competitive market situation. Online market is becoming important feature of future business growth and survival of businesses. In this wide competition, I would want to find how much important and at what level the impact of digital marketing has made easier for both consumers and businessman.

KEYWORDS: Digital marketing, internet, online advertising, internet/online marketing, social media marketing, etc.

I. INTRODUCTION:

Digital Marketing refers to the marketing of any product or service in digital form. Digitalization with the help of science and technology has increased development in every field. Everything is available online from groceries, services to gadgets etc.

In this digitalization, Small Business Enterprises (SBEs) also play an important role in our economic development. In this wide competition for survival of small-scale businesses

they have to adapt new trends and technologies with time.

Online Marketing can be done through various platforms and tools available on internet such as Business WhatsApp, Facebook, websites, etc. Online marketing has changed customer's behaviour towards buying through social media marketing, also small-scale businessman uses the various platforms and techniques to attract customer's attention towards their products, business, for reaching to customer and their needs. In the pandemic many start-ups and small-scale businesses has been started using online marketing. These small-scale businesses are trying to grow their business through these digital marketing using some of the platforms mentioned above. After increase in online marketing most of the businesses are getting into world of digitalization for their increase in revenue and ensure survival of their business in competitive market situation. Online market is becoming important feature of future business growth and survival of businesses. In this wide competition, it is very important for businessmen to learn and adapt new technologies to be always be in race.

In traditional marketing, businessman used to advertise or we can say the marketing of their product were done with help of prints, real-time advertisements, posters, pamphlets and many outdoor advertisements. Now as time is passing demand of Digital Marketing is increasing because customer's feel easy, can compare products at multiple sites online and can buy them from being at one place rather than to visit one by one shop. Large number of customers can be handled at a time easily in inline marketing than handling large number of clients locally. Also advertising globally would help in growth of business more than advertising locally which would directly help to grow our economy. But it is needed to see if customers and marketers are able to understand and use services and tools easily.

NEED OF THIS RESEARCH:

As Digital/Online Marketing is increasing through this research I have tried to find its impact on small scale business.

The sample collected for this study would be from any small scale or start-up Businessman who has already done implementation of Digital Marketing on their business or are on the way to implement digital marketing on their business.

This study would be derived from primary data by giving questionnaires to Individual through survey.

OBJECTIVES:

The Study aims at achieving the following objectives:

- To analyse Effects of Digital marketing on small-scale business.
- To analyse which tools are used by businessmen for growth of their business.
- To analyse whether in small scale business digital marketing is helping to reach their targeted customers.
- To study whether digital marketing is full filling the needs and requirements of targeted customers of small-scale business.

HYPOTHESIS:

H0: Digital Marketing with their tools and platforms used for online marketing have helped small-scale business to grow their business profitably.

H1: Digital Marketing with their tools and platforms used for online marketing have not helped small-scale business to grow their business profitably.

DATA COLLECTION:

Primary data which have been collected here is in Questionary type.

Surveys have been taken through google forms and data has been collected.

QUESTIONARIES TO COLLECT DATA FOR RESEARCH:

(In two languages English and Marathi)

1. Do you use online/ digital marketing for your business? तुम्ही तुमच्या व्यवसायासाठी ऑनलाइन/डिजिटल मार्केटिंग वापरता का?

2. How many years have you been running your business? तुम्ही तुमच्या व्यवसाय किती वर्षांपासून चालवत आहात?
3. What platforms do you use for marketing your business online? तुमच्या व्यवसायाचे ऑनलाइन मार्केटिंग करण्यासाठी तुम्ही कोणते प्लॅटफॉर्म वापरता?
4. Do these tools help in reaching targeted customers' requirements? ही साधने लक्षित ग्राहकांच्या गरजा पूर्ण करण्यात मदत करतात का?
5. Has digital marketing improved your ratio? डिजिटल मार्केटिंगमुळे तुमचे गुणोत्तर सुधारले आहे का?
6. What was your income ratio BEFORE digital marketing (yearly)? डिजिटल मार्केटिंग (वार्षिक) आधी तुमचे उत्पन्नाचे प्रमाण काय होते?
7. What was your income ratio AFTER digital marketing (yearly)? डिजिटल मार्केटिंग (वार्षिक) नंतर तुमचे उत्पन्नाचे प्रमाण काय होते?
8. What impact does digital marketing have on your business? डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर काय परिणाम होतो?
9. During Covid times, has digital marketing impacted your business in good way? कोविड काळात, डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर चांगला परिणाम झाला आहे का?
10. During Covid times, how did digital marketing help your business grow? कोविड काळात, डिजिटल मार्केटिंगमुळे तुमचा व्यवसाय वाढण्यास कशी मदत झाली?

ANALYSIS OF DATA COLLECTED:

Analysis of each question:

Do you use online/ digital marketing for your business? तुम्ही तुमच्या व्यवसायासाठी ऑनलाइन/डिजिटल...



Q1

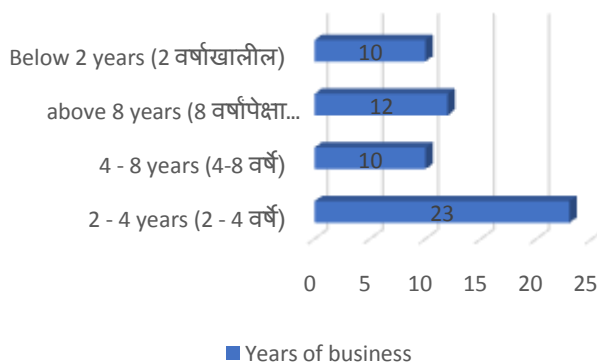
Sr. No	Particular	Responses	Percentage
1	YES	52	94.50%
2	NO	3	5.50%

INTERPRETATION:

In this survey it is found that not all small-scale businessmen are yet using digital / online marketing for their business. According to the

survey conducted out of 55 respondents, 52 respondents that is 94.50% use digital marketing for their business, whereas 3 respondents that is 5.50% don't use digital marketing for their business.

How many years have you been running your business? तुम्ही तुमचा व्यवसाय किती वर्षांपासून चालवत आहात?



Q2

Sr. No	Particular	Responses	Percentage
1	2 - 4 years (2 - 4 वर्षे)	23	41.8%
2	4 - 8 years (4-8 वर्षे)	10	18.2%
3	above 8 years (8 वर्षांपेक्षा जास्त)	12	21.9%
4	Below 2 years (2 वर्षांखालील)	10	18.1%

INTERPRETATION:

In this survey it is found that businessmen using digital / online marketing for their business mostly have been having their business from a long time. According to the survey conducted out 55 respondent 23 respondent that is 41.8% run their

business from 2-4 years, 10 respondent that is 18.2% run their business from 4-8 years, 12 respondent that is 21.9% run their business from above 8 years where as 10 respondent that is 18.1% run their business from below 2 years.



Q3

Sr.No	Particular	Response	Percentage
1	Business whatsapp (व्यवसाय whatsapp)	41	74.6%
2	Instagram (इंस्टाग्राम)	37	67.3%
3	Facebook (फेसबुक)	22	40%
4	Website (संकेतस्थळ)	14	25.5%
5	Other	3	5.4%

INTERPRETATION:

This question was answered by selecting more than one answer. In this survey it is found that small-scale businessmen mostly are using Business WhatsApp, Instagram for digital / online marketing for their business. According to the

survey conducted out 55 respondent 41 respondent use Business WhatsApp for their business, 37 respondent use Instagram for their business, 22 respondent use Facebook for their business, 14 respondent use Website for their business and other tools are used by 3 respondents for their business.



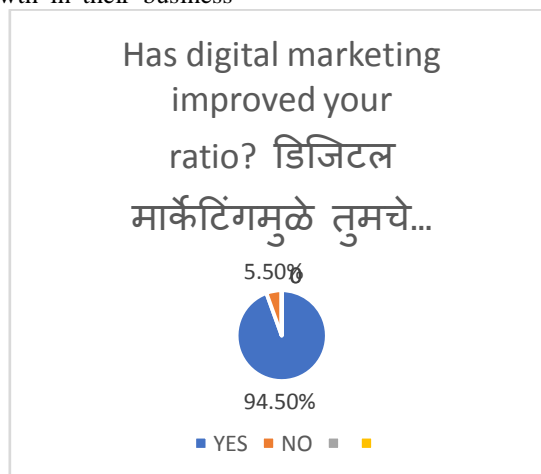
Q4.

Sr. No	Particular	Responses	Percentage
1	YES	50	90.90%
2	NO	5	9.10%

INTERPRETATION:

According to the survey conducted out 55 respondent 50 respondent that is 90.90% use digital marketing is helping for growth in their business

where as 5 respondents that is 9.10% using digital marketing is not helping in growth for their business.



Q5.

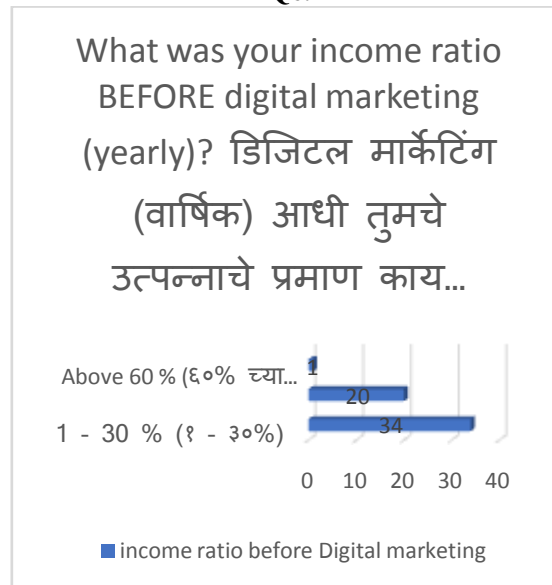
Sr. No	Particular	Responses	Percentage
1	YES	52	96%
2	NO	3	4%

INTERPRETATION:

According to the survey conducted out 55 respondent 52 respondent that is 96% find use of digital marketing has helped in improving their

ratio of business, growth in their business where as 3 respondents that is 4% find use of digital marketing has not helped in improving their ratio of business, growth for their business.

Q6.



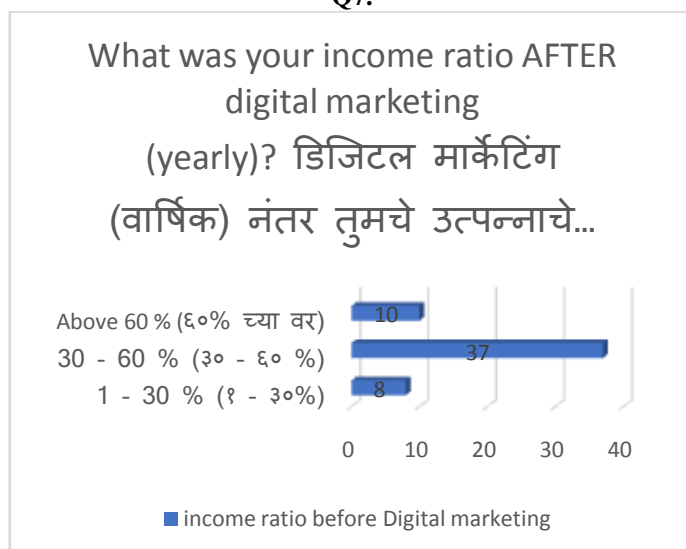
Sr. No	Particular	Frequency	Percentage
1	1 - 30 % (१ - ३० %)	34	61.9%
2	30 - 60 % (३० - ६० %)	20	36.3%
3	Above 60 % (६० % च्यावर)	1	1.8%

INTERPRETATION:

In this question ratio of income is found of small-scale businessmen not using digital / online marketing for their business. According to the survey conducted out 55 respondent 34 respondent that is 61.9% had 1-30% income ratio in their

business, 20 respondent that is 36.3% had 30-60% income ratio in their business and 1 respondent that is 1.8% had above 60% income ratio in their business before using digital marketing for their business.

Q7.



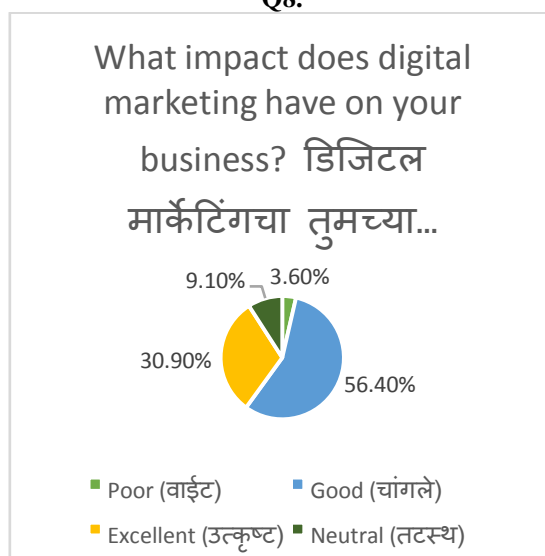
Sr. No	Particular	Frequency	Percentage
1	1 - 30 % (१ - ३० %)	8	16.3%
2	30 - 60 % (३० - ६० %)	37	67.3%
3	Above 60 % (६० % च्यावर)	10	18.1%

INTERPRETATION:

In this question ratio of income is found of small-scale businessmen after using digital / online marketing for their business. According to the survey conducted out 55 respondent 8 respondent that is 16.3% had 1-30% income ratio in their business, 37 respondent that is 67.3% had 30-60%

income ratio in their business and 10 respondent that is 18.1% had above 60% income ratio in their business before using digital marketing for their business. This shows that digital marketing has helped businessmen in growth and making profit in their business.

Q8.

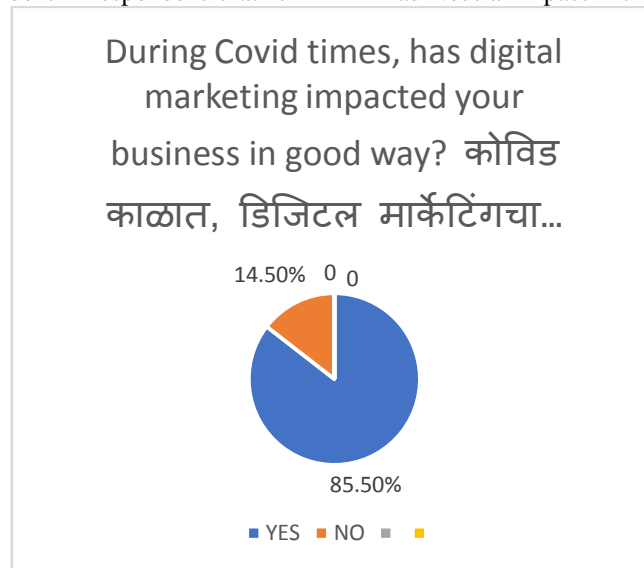


Sr.No	Particular	Response	Percentage
1	Poor (वाईट)	2	3.6%
2	Good (चांगले)	31	56.4%
3	Excellent (उत्कृष्ट)	17	30.9%
4	Neutral (तटस्थ)	5	9.1%

INTERPRETATION:

In this question impact is found of small-scale businessmen using digital / online marketing for their business. According to the survey conducted out 55 respondent 2 respondent that is

3.6% had poor impact in their business, 31 respondent that is 56.4% had Good impact in their business, 17 respondent that is 30.9% had Excellent impact in their business, 5 respondent that is 9.1% had Neutral impact in their business.



Q9.

Sr.No	Particular	Responses	Percentage
1	YES	47	85.4%
2	NO	8	14.5%

INTERPRETATION:

In this question impact in covid times is found of small-scale businessmen using digital / online marketing for their business. According to the survey conducted out 55 respondent 47 respondent that is 85.4% find use of digital marketing has helped and made a good impact in improving their ratio of business, growth in their business where as 8 respondents that is 14.5% find use of digital marketing has not helped and made a good impact in improving their ratio of business, growth for their business in covid time.

Q10.

During Covid times, how did digital marketing help your business grow? कोविडकाळात, डिजिटलमार्केटिंगमुळे तुमचा व्यवसाय वाढण्यास कशी मदत झाली?

According to this descriptive question out of 55 respondents 16 responses are as follows:

- Because of digital marketing it allows me to boost the business website and online tuitions, by making our classes more visible and accessible to a wider range of students who are already searching for this services.

- Due to covid people are more familiar with digital platform and it help us to make a pace in business through digital marketing.
- Take online orders
- By reaching out to people online rather than physically
- The New customer get online details regarding my product and they can able to reach me
- Business Running Smoothly
- My business hv grown widely because all are taking online products that time
- It was a good medium to reach people. Covid was a difficult phase for everyone. People preferred staying in, even after the lockdown was lifted. In these times, when people were reluctant to even step outside, digital marketing helped in reaching them in their homes.
- Digitalization helped in contacting customers even in pandemic and was easy for customers to do their shopping.
- During covid period, peoples used to avoid to go outside so physical marketing is not at all useful and it Directly affect the profit margin so digital marketing helped us alot to grow the business.
- By Creating a paid advertising campaign on social media platforms such as Facebook and Instagram can be highly targeted to reach people within a specific geographical area, from specific age groups and with interests relating directly to our brand.
- To reach out large number of people
- It helped to advertise my business online.
- Digital Marketing had helped us to reach a number of customers through various online platforms.
- It helped us to reach our targeted customer's across the city.
- As world was under lockdown so virtual marketing helped me to reach more people than that of before, and helped to gain the business.

FINDINGS:

- It is found that effect of digital marketing on small-scale business is in good manner. Question fifth, sixth, seventh, eight, nine from questionnaire states digital marketing is helping small-scale businessmen to grow profit in their business.
- Tools such as Business WhatsApp, Facebook, Instagram, Websites and other tools are used by businessmen for growth of their business.

Question third from questionnaire states digital marketing is done with help of these tools/platforms and these tools are helping small-scale businessmen to grow profit in their business.

- It is found that in small scale business digital marketing is helping to reach their targeted customers. Question fourth, fifth, sixth, seventh, from questionnaire states digital marketing with help of tools small-scale businessmen are able to grow profit in their business.
- It is found that digital marketing is full filling the needs and requirements of targeted customers of small-scale business. Question third, four, fifth, sixth, seventh, eighth, ninth, tenth from questionnaire states digital marketing with help of tools such as Business WhatsApp, Facebook, Instagram, Websites and other small-scale businessmen are able to full filling the needs and requirements of targeted customers, grow profit in their business and overall growth of their business.
- It is found that null hypothesis (H0) proven right with help of this research.

II. CONCLUSION:

In this research it is found that Digital/online marketing has improved growth in overall business of small-scale businessmen such as growth in profit, marketing their products online, connecting to customers through online platform etc. Various tools/ platforms such as Business WhatsApp, Facebook, Instagram, Websites and other are used for marketing their business online. Digital marketing is helping small-scale businessmen in fulfilling needs requirement of targeted customer. Impact of digital marketing on small-scale business is found positive that is Digital Marketing with their tools and platforms used for online marketing have helped small-scale business to grow their business profitably.

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