

A Study About Small Scale Business Players' Awareness Intensity On Digital Marketing Trends For Business Promotion In Tamilnadu

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Abstract:

The main aim of business promotion is to magnify the awareness of products or services of the company with the target consumer groups, to build importance with stakeholders and, create brand fidelity among the competitors. Digital marketing provides broad access to explore the internet, digital media or any electronic platform as the medium for business promotion. Exclusively small-size businesses with digital technologies could able to focus on constructing a strong online presence in the world of the internet. This study focuses on various components of digital marketing like search engine marketing, Website optimization, Search engine optimization, Social media advertising, Pay-Per-Click advertising, Email marketing, Content marketing, etc., To test the awareness level researchers have collects 150 responses that cover core aspects of digital marketing trends. This study shows that small business players are having a great level of awareness about the organic way of digital marketing and fruitfully utilizing the social media platforms for business promotion.

Key Words: Digital marketing, Video Marketing, Web Advertising, Affiliate Advertising, Creating an App, Search Engine Marketing, Facebook, Instagram, Youtube, content marketing.

1. INTRODUCTION

Marketing promotion is an essential commodity for all businesses whether small or big doesn't matter. The sincere marketing efforts will bring considerable market success. It's an ongoing function, not a one-time effort. To do the marketing for business promotion there are different platforms that are available. In the technology era and emergence of the following technologies

like internet, social media sites, websites, Smartphone and applications, IoT, etc. These new technologies open a new digital platform to promote the business in the market with added advantages. Marketing is the base effort and executes the same through digital platforms with new techniques. Digital marketing helps the marketer to reach their customers 24by7.

During covid19 a pandemic situation most of the businesses are faced critical loss. No one expects this kind of problem in business history. In this critical situation business, people want to do business with their customers At least to have breakeven point.

Here, Digital marketing technologies help them to remove the physical gap between consumer and producer and it will ensure the minimum success of their businesses.

OBJECTIVES:

- *To study various digital marketing trends for business promotion
- *To analyze businesspeople awareness of digital marketing trends for business promotion
- *To evaluate potential digital marketing opportunities for business promotion

NEED AND IMPORTANCE

In the present scenario, most of the consumers look for information about a product or service online first then they would think of visiting the offline location. Digital Marketing helps business people to build an online presence effectively. It will let consumers know about the products or services offered, easily connect with customers, and understand what consumer thinks about products or services. Digital marketing gives key access and various technology platforms to reach more consumers by using the power of the internet and company can define their target audience it means they can choose to whom they would like to market their product or services. In Digital marketing, customers can interact with the company at anytime and anywhere in the world. This effort is bringing potential benefits to the business by having considerable profit growth.

SCOPE

- * Future of marketing is mostly dependent on the digital side
- * Digital marketing is having the ability to influence the consumer easily rather than traditional marketing
- *By using organic and inorganic tools marketer can design their marketing strategies
- * For small businesses digital marketing is a very big asset to promote their products or services with clear objectives and affordable cost

2. REVIEW OF LITERATURE

According to Philip Kotler 4.0 (2017), “the online marketing is the growing form of direct marketing”. The consumer’s perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation (Jaworski and Kohli, 1993). Therefore a substantial web presence is absolutely essential for each and every one the companies today.

Rowley, 2001 Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other

popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers.

Ratchford et al. (2001) have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficient and effectively analyze the offerings and easily locate a low price for a specified product

Dave Chaffey (2002) defines e-Marketing as Applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behavior, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

3. RESEARCH METHODOLOGY

The researcher used a survey to collect primary data from small size business players in Tamilnadu. The researcher used a structured online questionnaire for the survey through Google forms. The researcher has collected 150 samples from various industries like trading, travels, hotel, retail, service, digital media, etc. The researcher used the Convenience sampling method from the non-random sampling technique. This questionnaire covered the following aspects of promotional opportunities for small businesses, such as awareness on various platforms, social media, digital marketing tools, and techniques, etc.

4. ANALYSIS

Gender Distribution

	No's	%
Male	105	70
Female	45	30
Total	150	100

Age distribution

	No's	%
20 - 25	30	20
26 - 30	40	27
31 - 35	15	10
36- 40	15	10
more than 40	50	33
Total	150	100

Qualification

	No's	%
+2/Below	15	10

UG	50	33
PG	80	54
Other:	5	3
Total	150	100

Experience

	No's	%
0 - 1 year	45	30
2 - 4 years	35	23
4 - 6 years	20	13
7 - 9 years	10	7
more than 9 years	40	27
Total	150	100

Kinds of Business Platform

	No's	%
Internet Based	30	20
Non Internet Based	85	57
Both	35	23
Total	150	100

Responses about cost constraints of Digital Marketing

	No's	%
Affordable	90	60
Low Cost	30	20
High Cost	20	16
Doesn't have any idea	10	7
Total	150	100

Responses about types of Digital Marketing efforts

	No's	%
Organic Marketing	75	50
In-Organic Marketing	25	17
Both	50	33
Total	150	100

Responses about preferences of Digital marketer

	No's	%
Self Support	45	30
Agency	15	10
Freelancer	55	37

Company	25	17
Consultancy	10	6
Total	150	100

Importance of social media for promotion

	Facebook	Instagram	YouTube
Extremely important	87%	53%	70%
Very important	13%	40%	23%
Moderately important	0	0	7%
Slightly important	0	0	0
Not at all important	0	7%	7%
Total	100%	100%	100%

Promotional efforts practicing currently

	Facebook, Instagram pages & Posts	YouTube Ads	Email/ CRM
Strongly Agree	77	57	40
Agree	23	37	30
Neutral	0	6	17
Disagree	0	0	7
Strongly Disagree	0	0	6
Total	100	100	100

Awareness level about the following techniques of digital marketing

	Social Media Marketing	Search Engine Optimization	Content Marketing
Extremely aware	63%	43%	37%
Very aware	37%	37%	17%
Moderately aware	0	13%	23%
Slightly	0	0	17%

aware			
Not at all aware	0	7%	6%
Total	100%	100%	100%

5. ANALYSIS & INTERPRETATION

Paired T – Test

Null hypothesis H0: There is no significant association between low operating cost benefits influenced for digital marketing and cost constraints of digital marketing

Alternative hypothesis H1: There is significant association between low operating cost benefits influenced for digital marketing and cost constraints of digital marketing

Paired Samples Statistics					Paired Samples Correlations			
	Mean	N	Std. Deviation	Std. Error Mean	cost constraints & Low operating cost	N	Correlation	Sig.
Pair 1	1.77	150	.923	.075		150	.295	.000
	1.70	150	.975	.080				

Paired Samples Test								
cost constraints - Low operating cost	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
	.067	1.127	.092	-.115	.249	.724	149	.470

Interpretation: The mean score of cost constraints is 1.70 and mean score of low operating cost is 1.77 for digital marketing's cost benefit approach and the difference between their mean is 0.67. The significant value is .000 and lesser than 0.05 so reject null hypothesis. There is significant association between low operating cost benefits influenced for digital marketing and cost constraints of digital marketing

Paired T – Test

Recommendation for business promotion

	Social Media Marketing	Content Marketing	Affiliate Advertising
Essential	87%	43%	40%
High priority	7%	10%	7%
Medium priority	0	20%	13%
Low priority	6%	17%	0
Not a priority	0	10%	40%
Total	100%	100%	100%

One sample KS test

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Recommending as a choice [Social Media Marketing]	150	1.27	.774	1	4
Promotional efforts [Facebook, Instagram pages & Posts]	150	1.23	.424	1	2

One-Sample Kolmogorov-Smirnov Test

		Recommending as a choice [Social Media Marketing]	Promotional efforts [Facebook, Instagram pages & Posts]
N		150	150
Normal Parameters ^{a,b}	Mean	1.27	1.23
	Std. Deviation	.774	.424
Most Extreme Differences	Absolute	.501	.475
	Positive	.501	.475
	Negative	-.365	-.291
Test Statistic		.501	.475
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c
a. Test distribution is Normal.			

b. Calculated from data.

Interpretation: The value of the variable Asymp.sig for recommending as a choice Social Media Marketing is 0.000 and promotional efforts [Facebook, Instagram pages & Posts] variable of Asymp.sig is 0.000. In accordance with the basic decision making on the normality test, the value of Asymp.sig all the variable is < 0.05 , it can be concluded that recommending as a choice [Social Media Marketing and promotional efforts [Facebook, Instagram pages & Posts] is normal distribution.

ANOVA

Null Hypothesis Ho: There is no significant association between awareness level about search engine optimization, content marketing, search engine marketing and Qualification of the business players

Alternative Hypothesis H1: There is significant association between awareness level about search engine optimization, content marketing, search engine marketing and Qualification of the business players

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Awareness level about [Search Engine Optimization]	Between Groups	20.813	3	6.938	6.634	.000
	Within Groups	152.688	146	1.046		
	Total	173.500	149			
Awareness level about [Content Marketing]	Between Groups	57.250	3	19.083	14.018	.000
	Within Groups	198.750	146	1.361		
	Total	256.000	149			
Awareness level about [Search Engine Marketing]	Between Groups	57.646	3	19.215	14.635	.000
	Within Groups	191.688	146	1.313		
	Total	249.333	149			

Interpretation: The significant value is .000. it is lesser than 0.05 so Reject null hypothesis. Hence there is a significance association between awareness level about search engine optimization, content marketing, search engine marketing and Qualification of the business players

6. FINDINGS

At the outset this the study reflects that digital marketing is an inevitable action for today's scenario especially in this pandemic situation and during the Covid issues business players' recognize the importance of digital marketing techniques for promotion and sustaining in the field. Most of the respondents believe that social media marketing is very much essential for small businesses through an organic approach. As well, respondents are support inorganic approach to social media marketing when their business demands. Maximum respondents are having truthful awareness of search engine marketing, social media marketing, search engine optimization, and content marketing. In addition, respondents are not having considerable familiarity with futuristic digital marketing technologies like big data, virtual reality, augmented reality & IoT. Most of the Respondents are consider the benefits of digital marketing is very high compare to traditional marketing efforts, in the following sense from a business perspective that is lower operating cost, ability to reach focused customer, able to produce real time results, and retargeting.

7. SUGGESTIONS

Digital marketing is the new tool & Cost beneficial for small businesses to reach the maximum target consumers. Make sure to reach Advertisement at maximum level and interact with people through social media optimization, search engine & social media marketing. Technicalities are there which could be difficult in the beginning but it's easy compared to traditional ones once it's started. Social media and search engine marketing are very popular marketing tools but business players have to take initiative to sustain their presence in the market. Small business players would try to stay alive in digital platforms with Consistency in promotion efforts. It may also take some time to reach in digital marketing till that our consistent efforts is the matter in this pandemic situation. Digital marketing is a must to promote every business and can be easily being connected with customers.

8. CONCLUSION

Technology-driven businesses can easily survive in the market whether it is small or big it doesn't matter. As a business player required an understanding of market reality and go with the digital transformation for any business. Here the digital marketing helps the marketer to promote the products or services of the company with exclusive digital strategies which are feasible to their own competence. The perfect digital content with different forms and versions can able to bring relevant transformational success for the company by utilizing potential opportunities over social media platforms like Instagram, Facebook, Youtube & LinkedIn, etc, The content development is the key area to approach any type of digital marketing efforts. Only the strong content can do the magic combination of marketing strategies executing through various digital media platforms.

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