

A CASE STUDY OF WESTERN MAHARASHTRA- THE EFFECTIVENESS OF DIGITAL MARKETING IN SMALL SCALE INDUSTRIES FOR INCREASING SALES

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ABSTRACT:

In India small scale and medium scale industries are a major contributor to the Indian economy, therefore their businesses need to grow. Marketing strategies of small scale industries in the digital age facing new challenges and opportunities. Now a day most of the marketers use electronic media to promote their products or services through digital marketing. The prime objective of digital marketing is to get attention of customers towards product and services and allow them to interact with the brand via digital media. Due to the introduction of Digital India and the COVID-19 pandemic situation, the small scale and large scale industry has been a shifted from the traditional marketing toward the use of social media marketing strategies. Western Maharashtra has a strong historical background in industrial development, and this area is emerging for small and large scale industries due to geographical structure and facilities. The majority of small-scale industries are hesitant to implement digital marketing strategies at the outset of their operations. It is recognised as a novel and effective method of acquiring, maintaining, and establishing customer relationships. Websites, industry-specific outlets, and forums have been identified as the most beneficial online marketing channels or platforms for small scale industries in western Maharashtra. Emerging small-scale industries and start-ups can benefit greatly from digital marketing by increasing brand awareness, brand trust, and consumer awareness for their products and services.

This study focuses on the importance of digital marketing for marketers, various forms of digital marketing, effectiveness of it and the impact it has on increasing sales. Also in this study we have analyzed the status of small scale industries in Western Maharashtra with a special consideration of the effectiveness of digital marketing on small scale industries.

Keyword: Digital Marketing, SEO, MSME, effectiveness

PROLOGUE:

One sort of effective marketing that is frequently employed to advertise goods or services and connect with targeted consumers through digital means is digital marketing. Internet marketing is just one facet of digital marketing, which also includes offline channels. Mobile devices with android features, social media marketing, display advertising, marketing by search engine optimization tools, and numerous other digital media platforms are all included. Internet usage is currently being used by 5.07 billion people worldwide, or 63.5 percent of the world's population. The number of internet users also continues to rise, with

the most recent data showing that over 170 million additional people were online globally in the year leading up to October 2022.

Less than 3 billion people worldwide are currently "unconnected" to the internet, with the majority of them living in Southern and Eastern Asia as well as Africa. However, this means that there is still a lot of work to be done before the globe achieves the objective of "universal access," and the effectiveness of people's internet access is also a crucial factor.





Total Population	Unique Mobile Phone Users	Internet Users	Active Social Media Users
			
7.99 Billion (57.1%)	5.48 Billion Vs Population (68.6%)	5.07 Billion Vs Population (63.5%)	4.74 Billion Vs Population (59.3%)

Fig.1 - Essential Digital Headlines (Oct. 2022)

Social media usage is also on the rise, with 4.74 billion users worldwide as of October 2022. That means that more than 93% of internet users now who regularly use social media, which is equal to 59.3% of the whole human population. Over the past year, there has been a growth of just over 4% in the global usage of social media. Between October 2021 and October 2022, 190 million new users joined social media, which translates to an increase of more than 500,000 members every day. In other words, the number of people using social media is currently increasing at a rate of six new users every single second. Nowadays, there are users of social media worldwide, making up 59.3 % of the world's population. Over the past year, there has been an accelerator increase in the number of social media users worldwide.

Sr. No.	District Name	Micro	Small	Medium	Total UdyogAadhaar
1	KOLHAPUR	60266	11797	344	72407
2	PUNE	225612	39837	1805	267254
3	SANGLI	34683	5778	168	40629
4	SATARA	27651	4790	136	32577
5	SOLAPUR	40356	6456	189	47001
Total:-		388568	68658	2642	459868

Table 1-Small Scale industries registered under UdyogAadhar.

Literature review:

1. M. Shirisha (2018) found that digital marketing is the fastest e-commerce solution available. With this marketing strategy, we can buy or sell quickly. With the help of digital marketing, you can reach maximum audience or targeted customer, and fast. It really plays a vital role in the modern trading system. Digital marketing is infinitely cheaper than traditional offline marketing methods. But one of the main benefits of doing your marketing digitally is the ease with which results can be tracked and monitored.

2. AfrinaYasmin et al. (2015) in their article has stated that marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article illustrated the weightage of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firm's sales.

3. Zhang et al. (2013) found in their article that blogs as a digital marketing tool have been successful in increasing sales revenue, especially for products where customers can read reviews and comment on personal experiences. Businesses have found online reviews to be a very good part of their overall strategic marketing strategy

OBJECTIVES OF THE STUDY

1. To study statistical analysis of digital marketing in Western Maharashtra.
2. To understand the major concepts of digital marketing.
3. To measure the effectiveness and impact of digital marketing in Western Maharashtra.
4. To discuss the impact of different forms of digital marketing on the company's sales and other activities.

RESEARCH METHODOLOGY:

The methodology results from the systematic and theoretical analysis of the methods in order to assess the suitability of a given method for application to a field of study. It typically includes concepts such as paradigm, theoretical model, phases, and quantitative or qualitative techniques. This study is based on both primary and secondary data sources.

The study is based on secondary data. The data is collected from various sources newspapers, magazines and websites. Data was collected from its inception till 31.08.2018. For presentation, the table is used and for analysis percentage method used.

Forms of Digital Marketing: There are some applicable forms of digital marketing which include:

Website: The use and application of the Internet has grown enormously in the last few decades, as websites have also become a reliable medium for public communication, serving both personal and business needs on a large scale. Websites are fundamentally structured to increase interactions between businesses and customers to promote branding, which is quite synonymous with the goal of digital marketing. (Guinaliu, &Gurrea, 2006).

Content Marketing: The content form of digital marketing adopts a format that includes engaging different customers through the creation and sharing of content. This specific content is mostly distributed via blogs, videos, e-books and infographics. Increasing the volume of traffic on the company website in support of brand building is basically responsible for the adoption of this digital marketing strategy(Pulizzi& Barrett, 2009).

Email Marketing: It is a powerful marketing channel, a form of direct digital marketing that uses email to promote a company's products and services. By integrating with marketing automation efforts, it helps customers stay informed about the latest items and offers. It can also play an important role in the adopted marketing strategy when it comes to lead

generation and brand awareness; Relationship building or customer loyalty across different types of marketing processes. (Adikesavan, 2014).

Social Media Marketing

Social Media: It is an interactive technology that enables the generation or exchange of relevant and concerned information, opinions, career goals, and other forms of personal expression through virtual networks and online communities like Facebook, LinkedIn, Instagram, WhatsApp, etc. This type marketing uses online social media tools to create products, services, information and ideas for customers.

Blogs: A blog is a website that contains written content, share knowledge, views, as well as discussion on a topic. It offers many benefits for building an effective digital marketing strategy. With the presence of search engine marketing tools such as Goggle, Bing and Yahoo, brand communication can be easily structured along a direct two-way communication pattern, thereby achieving a direct conversation between the brand representatives and the customer (Wright, 2006).

In January 2022 there were 658.0 million internet users in India. India's Internet penetration rate at the beginning of 2022 was 47.0 percent of the total population. Social media statistics for India in 2022 In January 2022 there were 467.0 million social media users in India.

Social Media Optimization Tools	Users in India (in millions) up to 2022
Facebook	329.7
YouTube	467.0
Instagram	230.3
Facebook messenger	122.5
LinkedIn	83.00
Snapchat	126.00

Table 2. Internet SMO users in India in 2022. (Source:Meta Advertising resources)

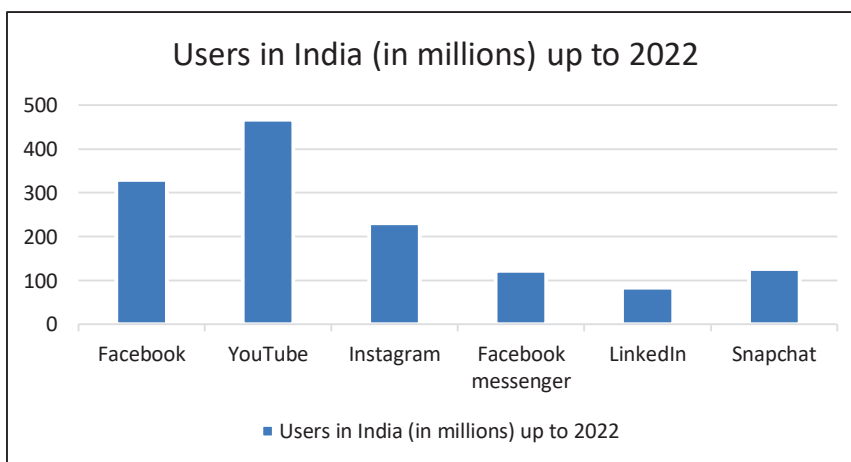


Chart 1. Internet SMO users in India in 2022. (Source: Meta Advertising resources)

Data published in Meats advertising resources shows that in early 2022, Facebook had 329.7 million users in India. Updates to Google's advertising resources show that as of early 2022, YouTube had 467.0 million users in India. Instagram had 230.3 million users India at the

beginning of 2022. This number suggests that the advertising reach of Instagram in India at the beginning of the year was 16.4 percent of the total population. Facebook Messenger users in India reached 122.5 million users in 2022. Resources from LinkedIn users in India in 2022 show that at the beginning of 2022 LinkedIn had 83.00 million members in India. Snapchat had 126.0 million users in India at the beginning of 2022. This figure means that Snapchat's advertising reach in India was 9.0 percent of the total population earlier in the year.

Challenges faced by Small scale industries:

1. There are Lack of adequate awareness and skills about digital marketing SEO (Search Engine Optimization) and SMO (Social Media Optimization) tools
2. SMEs having financial constraints and budgetary restrictions in promotional activities
3. Quality of products or services provided by SMEs.
4. SMEs having lack of adequate technical resources
5. In digital world they are very worried about security concerns

Effects of Digital Marketing in growth of SMES in Sangli districts:

Digital marketing has an immeasurable impact on SMEs. It has the ability to attract potential customers and facilitate quality conversations between customers and business representatives about their opinions and expectations of brands. This helps increase knowledge, sales and generally contributes to business development.

Growth of Business: Digital marketing offers very strong growth prospects for companies that fall into the SME business category. DM strategies enable SMEs to effectively represent and promote their branded products and services using relevant online media, which contributes to sustained success. Have established themselves as the primary way to access a wider audience by presenting their branded products and services in an appropriate manner.

Brand awareness: Brands are more than labels and icons. They reflect consumer expectations, feelings about branded products and services. Consequently, the brand really lives in people's minds. Therefore, a good and profitable brand has high market reliability, suggesting that consumers have relative influence over the brand (Keller, 2003). Brand awareness depends on the power of product associations.

Building trust: It is important for SMEs to build trust with their customers to keep them loyal to their brand. When buying the brand, trust is an essential element, as is the case with physical consumption, it leaves a lasting impression in the minds of the customers. Repeat buying behaviour can be achieved when consumers have confidence in a brand with products they buy. Therefore, building consumer confidence is crucial for the sustainability of SMEs. Brand trust is strongly influenced by digitized communication channels on purchasing decisions.

Customer engagement: Businesses and researchers consistently show an understanding of the value of quality customer service and an engaged customer network. Optimizing customer satisfaction and engagement are the top priorities of marketers. Customer retention requires the strength of the individual's presence and concern for the company's services. Interpersonal connections between the companies and their customers, customer service and common consumer perceptions regarding digital marketing practices.

RECOMMENDATIONS:

Following are some suggestions on how to make social media marketing more accessible and user-friendly for SME owners:

- More emphasis should be placed on investing in social media marketing as an alternative to traditional marketing methods.
- Workshops or training programs can be introduced by the SMEs to educate employees about social media marketing to promote the business locally and grow enough to build it internationally as well.
- Managers/entrepreneurs should give more focus to SMM for the promotion of products or services as many SMEs are still unaware of its use for effective and cost-effective marketing and for building lasting connections with customers.
- SMM must be used frequently to attract attention while also developing brand awareness for new customers. Separate groups/communities can be created on social media sites to establish two-way communication with the customers, communities, dealers and other stakeholders.
- SMM can be used for all promotional activities, minimizing the use of papers or traditional marketing.

CONCLUSION:

SMEs industries make an important contribution to the economy of India. These small scale industries serve as the backbone for the economy, so they need to grow with digital marketing. In addition, a billion users on social media platforms are heavily influenced by the content specifically designed to attract customers. In Western Maharashtra having huge scope in industrialization with new adopted technology in the form of Digital Marketing. From the secondary data researcher found that there is a growth in sales in small scale industries by using Digital Marketing. Due to the lack of knowledge about how SEO and SMO works and usage and the lack of innovative management and knowledge, not all SMEs could adapt to these platforms. SMEs need to explore SEO and SMO as a tool for greater benefits to having use in marketing promotional activities. Workshops or training programs must be introduced by the SMEs and government authorities to educate employees about social media marketing to promote the business locally and grow enough to build it internationally as well. However, through SWOT analysis and case studies conducted, it can be concluded that with several SMEs operating in Western Maharashtra are large number of social media users, the positive effects of SMEs outweigh the negative ones.

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