

IMPACTS OF DIGITAL MARKETING AMONG MSMES IN TIRUPUR DISTRICT

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ABSTRACT:

Micro, Small, and Medium Enterprises (MSMEs) are seeing a revolutionary impact on the quickly changing business and commerce scene as a result of their embrace of digital marketing methods. Digital marketing is becoming more flexible, affordable, and focused than traditional marketing channels as technology continues to change customer tastes and behaviors. Executives in contemporary marketing firms require a reliable method of monitoring their customers, competitors, and external environment. Online marketing and advertising are what IM is all about. Because of the widespread availability of the Internet and electronic commerce, marketing and advertising products is easier. "Electronic commerce" refers to any market that takes place solely in cyberspace.

INTRODUCTION:

E-commerce, or electronic commerce, is the process of conducting business activities including buying, selling, and exchanging products and services online. Online marketing is simply one subset of the many activities that make up electronic commerce. The introduction delves into the diverse effects of digital marketing on micro, small, and medium-sized enterprises (MSMEs). It emphasizes how these companies use online platforms to increase their visibility, interact with a wider audience, and compete in the market with greater efficiency. The impact of digital marketing on MSMEs is significant, bringing in a new era of options for growth and sustainability in an interconnected, data-driven world. These opportunities range from enhanced reach and cost-effective advertising to data-driven decision-making.

SCOPE OF THE STUDY:

The purpose of this study is to determine how MSMEs can reach their end users with digital marketing. One can analyse the efficacy of digital marketing. Digital marketing and traditional marketing can be thoroughly compared. It is possible to compile the numerous advantages and disadvantages. To determine the precise position of digital marketing among MSMEs in the Tirupur district, samples can be gathered from a variety of them. The history of digital marketing as well as the advantages and difficulties MSMEs encounter are known. It is

known that several businesses have adopted different types of platforms to market their products.

STATEMENT OF THE PROBLEM:

In the contemporary business landscape, marked by the pervasive influence of digital technologies, Micro, Small, and Medium Enterprises (MSMEs) face a critical juncture in adapting to the profound impact of digital marketing. While the potential benefits are evident, there exists a pressing need to comprehensively understand and address the challenges and hurdles encountered by MSMEs in harnessing the full potential of digital marketing strategies. The statement of the problem revolves around identifying the specific obstacles hindering the effective implementation of digital marketing initiatives among MSMEs, examining the disparities in adoption rates, and evaluating the consequences of these challenges on the overall growth and sustainability of these businesses.

OBJECTIVES OF THE STUDY:

- To assess the awareness level of MSMEs in Tirupur district regarding digital marketing.
- To examine the extent to which MSMEs in Tirupur district have integrated digital marketing into their business strategies.
- To identify the perceived benefits and challenges faced by MSMEs in Tirupur district in implementing digital marketing.
- To analyse the impact of digital marketing on the business performance and growth of MSMEs in Tirupur district.
- To explore the types of digital marketing tools and platforms commonly used by MSMEs in Tirupur district.

RESEARCH METHODOLOGY:

Research methodology is defined as the systematic method to solve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusion about the research data.

AREA OF THE STUDY:

The study has been undertaken in Tirupur district.

SOURCES OF DATA:

Both primary and secondary data were used for the study.

TOOLS FOR ANALYSIS:

- Ranking method
- Chi-square analysis

SAMPLE SIZE:

A sample of 175 respondents has taken for the study with the help of questionnaire.

SAMPLE TECHNIQUE:

Snowball sampling: start with a few initial participants and ask them to refer other persons who might be interested in participating.

Snowball sampling is a non-probability sampling method where new units are recruited by other units to form part of the sample. Snowball sampling can be a useful way to conduct research about people with specific traits who might otherwise be difficult to identify.

LIMITATIONS OF THE STUDY:

- The study may have a limited sample size, and the selected MSMEs might not fully represent the diversity of businesses in Tirupur District, potentially affecting the generalizability of findings.
- Variations in the levels of technology adoption among MSMEs in Tirupur might introduce biases, as businesses with advanced digital capabilities may experience different impacts compared to those with limited digital infrastructure.

REVIEW OF LITERATURE:

(Jyotshana Upadhyaylso., 2022)¹ “Digital Marketing practices adoption in Small and Medium Business for inclusive growth” In the light of the biggest hurdle limiting SME’s from properly utilizing ICT and E Business is a lack of sufficient information, education, and qualified labour with-in the company. They stress that rather than concentrating on material hurdles, initiatives to reduce the digital divide in SMEs should prioritise overcoming "skill access" and "usage access" barriers. the expansion and advancement of small-scale business in India following economic liberalisation in 1991. It also looks at how MSME are doing now

and the difficulties they have, like issues with financing, marketing, and licencing. The researcher looked at the various marketing problems Indian SMEs face.

(Vanaja, K & Aravind Kumar, V., 2023)² “A study on impact of Digital Marketing on Small Scale Enterprises in Coimbatore City” aimed to investigate the impact of digital marketing on small-scale enterprises. Data from a sample of small firms that have incorporated digital marketing methods into their operations was gathered for the study. Furthermore, it was discovered that small firms were more likely to see increases in sales and profitability when they adopted digital marketing methods. The study also showed that a lack of technical know-how and funding was one of the many obstacles small firms encountered when putting digital marketing plans into practice. But these difficulties could be solved by looking outside the company for help, like hiring seasoned pros to handle your digital marketing needs.

DATA ANALYSIS:

RANKING ANALYSIS

EFFECTIVENESS OF DIGITAL MARKETING

CATEGORY	1 (10)	2 (9)	3 (8)	4 (7)	5 (6)	6 (5)	7 (4)	8 (3)	9 (2)	10 (1)	TOTAL	RANK
Brand awareness	131	2	4	2	1	1	3	4	1	26	175	I
	1310	18	36	14	6	5	12	12	2	26	1441	
Boost sales	6	130	2	4	0	3	0	3	26	1	175	II
	60	1170	16	28	0	15	0	9	52	10	1360	
Cost effective	5	7	116	8	2	2	6	21	4	4	175	III
	50	63	928	56	12	10	24	63	8	4	1268	
Customer targeting	5	2	11	105	7	14	20	4	6	1	175	IV
	50	18	88	735	42	70	80	12	12	1	1108	
Competitive advantage	6	0	3	8	122	27	3	2	1	3	175	V
	60	0	24	56	732	135	12	6	2	3	1030	
Diverse marketing channels	6	1	2	13	26	112	5	1	3	6	175	VI
	60	9	16	91	156	560	20	3	6	6	927	
Flexibility	4	4	5	18	4	9	108	13	8	2	175	

	40	36	40	126	24	45	432	39	16	2	800	VII
Global reach	6	3	18	6	5	3	13	108	8	5	175	VIII
	60	27	144	42	30	15	52	324	16	5	715	
Improved conversion rates	7	19	2	8	3	4	7	10	109	6	175	IX
	70	171	16	64	18	20	16	30	218	6	629	
Time efficiency	19	3	6	2	7	7	5	6	9	111	175	X
	190	27	48	14	28	35	20	18	18	111	509	

INTERPRETATION

From the above table, it is found that brand awareness (rank I) is the most preferred option selected by the respondents and time efficiency (rank X) is the least preferred option selected by the respondents.

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN TYPE OF INDUSTRY AND ANNUAL TURNOVER

CATEGORY	2,00,000-7,50,000	50,000-2,00,000	BELOW 50,000	MORE THAN7,50,000	TOTAL
Manufacturing sector	66	44	10	36	156
Service sector	7	7	3	2	19
TOTAL	73	51	13	38	175

CATEGORY	2,00,000-7,50,000	50,000-2,00,000	BELOW 50,000	MORE THAN7,50,000	TOTAL
Manufacturing sector	65.07428571	45.46285714	11.58857143	33.87428571	156
Service sector	7.925714286	5.537142857	1.411428571	4.125714286	19
TOTAL	73	51	13	38	175

PVALUE 0.2851

INTERPRETATION

The above table reveals that, calculated p-value is 0.2851 are not significant. The calculated p-value is more than the 5% (0.05) level of significance. So, the null hypothesis is accepted. Hence, there is no significant difference between type of industry and annual turnover.

FINDINGS OF THE STUDY:

FINDINGS FROM RANK ANALYSIS:

These are the findings from the Rank Analysis, they are as follows

- The study found that brand awareness (rank I) is the most preferred option selected by the respondents and time efficiency (rank X) is the least preferred option selected by the respondents.

FINDINGS FROM CHI-SQUARE ANALYSIS:

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SUGGESTIONS:

These are the suggestions for the digital marketing among MSMEs in Tirupur district are listed below:

- The positive outcome by implementing digital marketing is influence the consumers. So, it is to be noted that digital marketing influences the consumers buying decisions.
- Preferences differs from person to person. So, the basic preferences of all are brand awareness, boost sales, cost effective, etc., these factors to be noted, improved and also stabilized.

CONCLUSION:

In conclusion, digital marketing has had a significant impact among MSMEs. Digital marketing is very much useful for the MSMEs in reaching their products to the end customers. MSMEs sales and turnover increases with the help of digital marketing. Instagram, Facebook, Twitter, YouTube are some of the platforms which is widely used in marketing the products. The different kind of advertisement channels was used by the MSMEs to reach the targeted consumers. Increase in brand awareness, higher customer engagement, improved customer targeting, enhanced competitiveness are some of the benefits from implementing digital marketing into the business.

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