

Overcoming Obstacles: Small and Medium-Sized Enterprises (SMEs) Embracing Digital Marketing in India

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Abstract:- Experience exponential growth and unprecedented market reach for your small and medium-sized enterprise through the critical utilization of technology in marketing. In today's modern era, the survival of businesses heavily relies on digital marketing strategies that propel enterprises to new heights, ensuring their presence across various markets. Harness the potential of digital marketing to propel the exponential growth and advancement of your business.

Harnessing the potential of social media and digital marketing provides a solid foundation for your business. No longer will you be bound by dependencies, as digital marketing acts as the life force driving your enterprise forward. With its multitude of avenues, digital marketing opens up endless possibilities for business growth and exposure. Seamlessly connect with your target audience through the strategic use of social media platforms and digital marketing techniques. No need to go through the hassle of physical advertising when you can create impactful online advertisements and establish a prominent online presence.

The impact of digital marketing on your business cannot be overstated. It not only amplifies your business reach but also boosts production, fostering unprecedented growth. Furthermore, it empowers your enterprise to conduct thorough research and investigations, allowing you to identify and address challenges head-on, providing effective solutions. Embrace the potential of digital marketing today and witness the transformation it brings to your business.

I. INTRODUCTION

The Introduction section provides an overview of small and medium-sized enterprises (SMEs), discussing their roles and significance within our economic landscape. It also addresses the challenges encountered during the research project, including data collection and creation processes tailored to the enterprises. Furthermore, the Introduction outlines the research project's objectives, such as promoting small enterprises and both small and large-scale organizations. Additionally, it delves into the organization of the research and highlights the difficulties faced, while offering potential solutions to address the information-related aspects.

The focus lies on organizing various aspects pertaining to small and medium-sized enterprises. The discussion encompasses the services and production offered by these companies, exploring their strategies for establishing efficient production processes and addressing any potential challenges that may arise. Additionally, the conversation revolves around potential solutions that can be implemented to overcome obstacles faced by SMEs.

➤ *The Purpose of Study*

- The Purpose of Study statement empowers individuals to evaluate the study's significance in relation to their personal values.
- Research allows us to pursue our interests, acquire new knowledge, enhance problem-solving skills, and explore innovative approaches.
- A research purpose is fulfilled through the formulation of hypotheses, data collection, result analysis, drawing conclusions, implementing findings in real-life applications, and generating new research questions.
- It assists in identifying and developing our topic, gathering relevant information and data, and implementing them to elicit responses.
- The impacts of research have a positive influence on the human mind as they contribute to the growth of our thinking and knowledge within a specific field.

II. LITERATURE REVIEW

Citation tracking involves a systematic approach to quantifying and assessing the long-term influence of research studies. By tracking citations, it becomes possible to identify distinguished scholars within a specific field by analyzing who has referenced a particular study.

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The critical assessment of resources in terms of their authority, usefulness, and reliability is a pivotal stage in conducting a comprehensive literature review that effectively encompasses relevant research, aiding in the differentiation between pertinent and irrelevant content.

A Tertiary Source amalgamates primary and secondary sources, condensing and organizing them into a unified resource, thus enabling swift information retrieval. This type of research project is highly beneficial as it frequently distills the crucial essence or significant elements from vast quantities of information into a user-friendly format.

Reviewing tertiary source material can be of value in improving our overall research paper because its.

- Often complete information in one place.
- Lead the reader to additional sources.

- Distill large quantities of closely related information or data.
- Often contain references and bibliographies.

III. THEORETICAL FRAMEWORKS IN RESEARCH

Theoretical Frameworks provide a particular perspective, or lens through which to examine a topic there are many different lenses. Such as:

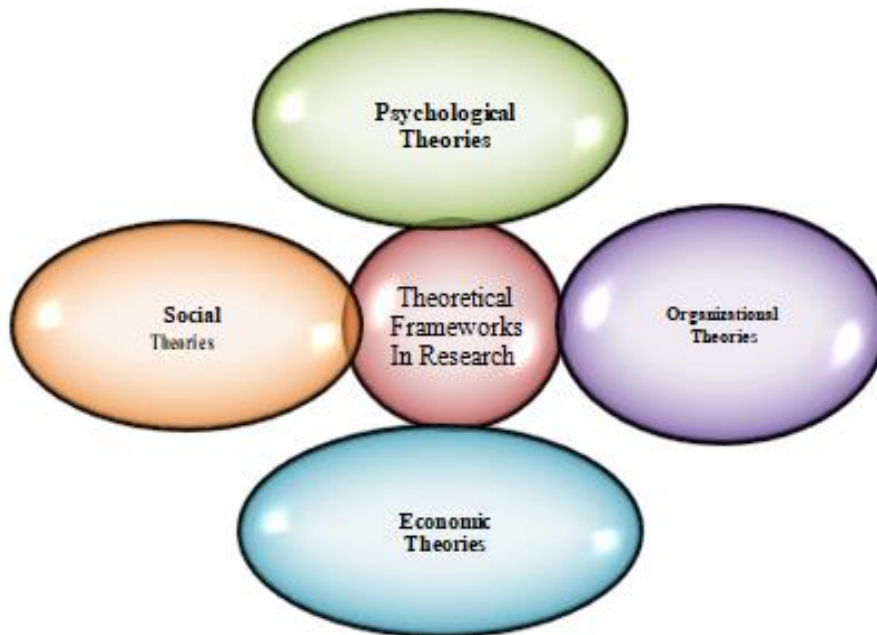


Fig 1 Theoretical Frameworks

- **Psychological Theories:** These are systems of ideas designed to explain specific aspects of human thoughts, behaviors, and emotions. Researchers develop these theories to make predictions about future human behaviors or events that may occur based on certain behaviors.
- **Social Theories:** Social theories encompass concepts, arguments, hypotheses, thought experiments, and explanatory speculations that aim to understand the processes of formation, change, development, or disappearance of human societies, as well as their elements or structures, over time.
- **Organization Theories :** These theories encompass a set of interconnected concepts that delve into the sociological examination of the structures and functioning of established social organizations.
- **Economic Theories:** These theories consist of a collection of ideas and principles that delineate how

diverse economies operate based on their specific roles. Economists may employ these theories for various purposes.

IV. SALES PROMOTION ACCORDING RESEARCH

Sales promotion serves as a marketing tool employed to boost consumer demand, stimulate market interest, or enhance product availability. Its purpose is to offer additional value or incentives to customers, which can take the form of coupons, discounts, freebies, contests, sweepstakes, loyalty programs, and various other promotional activities.

Sales Promotion is very important to introduce our products and spread the popularity of our products which is important to increase the sign of the production.



Fig 2 Methods of sales Promotion

➤ *Advantages of Sales Promotions*

- Attract more Customers.
- Move Stock off the Shelves.
- Boost brand presence.
- Slow sales on regular days.
- Get insights into customer behavior.
- Enable cross-selling and upselling.

➤ *Disadvantages of Sales Promotion*

- Inebriated Sensitivity to price Change.
- Might cause a negative brand image.
- Brief-term approach.
- Sales promotion alone may not have the ability to alter customer perception.
- Sales promotion cannot rescue a subpar product.

➤ *Advantages of Advertising Research:*

- Introduces the Product effectively
- Boosts Sales significantly
- Expands the Market reach
- Enhances competitiveness in the industry
- Eliminates the need for middlemen
- Stabilizes Sales Volume consistently
- Provides valuable insights into customer preferences

➤ *Disadvantages of Advertising Research:*

- Increased Cost of advertising campaigns
- Can be financially demanding
- Possibility of misleading consumers
- Impersonal communication with customers
- Potentially discourages small businesses with limited budgets
- Can inadvertently promote monopolistic practices

- Sales promotion cannot make up for inadequately trained sales personnel.

V. ADVERTISING

Advertising research involves a methodical marketing process aimed at enhancing advertising efficiency. It encompasses a comprehensive study conducted to understand customer responses to specific ads or advertising campaigns.

Additionally, it delves into market research techniques to optimize the effectiveness of our advertising strategy and gain insights into consumer behavior, feedback, and responses related to products.

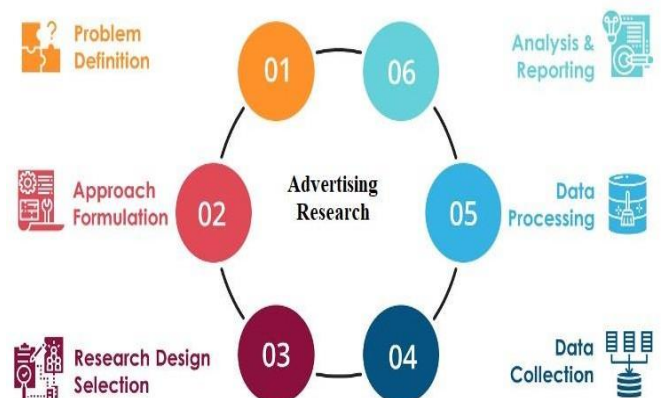


Fig 3 Advertising Research

➤ *Limitations of Advertising:*

- Less effective for unbranded products
- Messages may be perceived as less believable
- Limited flexibility and rigidity in approach
- Immediate feedback may not always be available
- Challenging to differentiate products in a crowded market

- Influenced by the size of the target customer base

VI. RESEARCH METHODOLOGY

In Research methodology, in the research use tell about the strategy approach, collection, process sample selection relation the research also tells about the qualitative researches and quantitative researches and also collected all types of the data collection also analysis data and research limitations.

Into the Research these are limitations and data collecting report are given into the methodology.

Research can be defined as the process of systematically searching for and analyzing available data to modify a specific result or theory. Research methodology encompasses:

- Conducting a systematic study
- Identifying a problem
- Creating a hypothesis
- Gathering and evaluating data
- Drawing conclusions

In methodology we tell about the different or various situation according their research also focused facts, elasticity of the production we are talking about in our research process.

VII. DATA ANALYSIS

Q1. Are you Selling Online Products?

Option	Number of Respondents	Percentage of Respondents
Yes	92	84%
No	18	16%
Total	100	100

Approximately 84% of the products available for online purchase are comfortably accepted by customers without hesitation, encompassing various online activities such as shopping, making payments through net banking, cards, UPI, and other options. However, the remaining 16% of the products remain unsold, possibly due to a lack of awareness or interest among certain individuals regarding online purchasing.

Q2. Reason for selling online product?

Options	Number of Respondents	Percentage of Respondents
Margin	20	18%
Promotional	40	36%
Demand	28	28%
Distributor Relationship	6	5%
Credit Policy	12	11%
Other Reason	4	4%
Total	110	102%

Among the respondents, 80% engage in selling online products primarily due to the profit margin it offers. An additional 22% cite promotional demand as the driving factor behind their online sales. Furthermore, 36% of the respondents attribute their online sales to customer demand. Distribution relationships account for 5% of the respondents' online selling activities, while 11% and 4% mention selling online due to credit policies and other reasons, respectively.

Q3. Which type of promotional Activities Attracts Customers?

Options	Number of Respondents	Percentage of Respondents
Discounts	30	27%
Free Gifts	25	23%
Advertisements	20	18%
Engineers Mason Meet	20	8%
Every Home Happy	15	14%
Total	110	90%

The majority of respondents express a desire to receive discounts, with 25% specifically indicating their preference for percentage-based discounts. Additionally, 23% of the respondents highly value free gifts and promotional advertisements. Interestingly, an equal percentage of respondents, comprising engineers and masons, share this sentiment. Conversely, the least demanded item is the "Every Home Happy" offer, which garners interest from only 14% of the respondents. Overall, these preferences account for a total of 90% among the respondents.

Q4. How do use rate the promotional offers of the SMEs?

Options	Number of Respondents	Percentage of Respondents
Good	80	73%
Average	20	18%
Poor	10	9%
Total	110	100%

A significant majority of respondents, totaling 73%, express satisfaction with the promotional offers provided by the SMEs. Furthermore, 18% of the respondents report being moderately satisfied with these offers, while 9% indicate a low level of satisfaction. When considering all respondents, the cumulative satisfaction level with the promotional offers reaches 100%.

VIII. CONCLUSION AND SCOPE AND FUTURE OF SCOPE

The research conducted on small and medium enterprises (SMEs), encompassing record-keeping, methodologies, and data analysis, provides valuable insights for the betterment of these businesses. This research focuses on enhancing the strength and growth potential of SMEs. The scope of SMEs is particularly promising in today's

digital age, where online platforms serve as a pivotal tool. With widespread smartphone usage and easy access to various websites, consumers can effortlessly gather information about products, goods, and services that meet their needs and preferences.

In the modern era, consumers have the freedom to explore and analyze all aspects of small and medium-sized enterprises. They can obtain information without limitations and thoroughly assess the offerings of these businesses. As discussed above, this increased scope has resulted in the continuous growth of SMEs, with their size expanding rapidly year after year. While challenges and problems are inevitable during research processes, effective solutions have been developed to address them. Digital marketing has demonstrated a significant impact on SMEs, offering ample support and a wide range of benefits.

In conclusion, the research on SMEs not only sheds light on their current state but also identifies their future prospects. By utilizing proper methodologies, data analysis, and digital marketing strategies, SMEs can thrive in today's competitive landscape. The continuous growth and increasing scope of SMEs demonstrate their significance in the business world, driven by the influence of digital platforms and the evolving demands of consumers.

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