

IMPACT OF ONLINE / DIGITAL MARKETING ON SMALL BUSINESS OR START UP.

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ABSTRACT

The goal for this project is to study Impact of online/Digital marketing on performance of small businesses. And also explore the current social media methods of a local business, Ambiance, and ultimately determine the best way to reach the Target customers. Also to understand which are the tools and platform that are using current small businesses. And those businesses are using the online marketing are they successful in it. Knowing that the target audience is growing with new technology trends, I'm curious to see whether or not our current marketing methods are reaching as many customers as possible. By organizing a survey focused on social media and email usage, I will be able to determine which strategy is most successful and efficient for our target market. With a large age range among our customers, specifying where customers want to see a business's marketing can ideally benefit Ambiance and other small businesses as well.

Keyword : ICICI Bank Customer Satisfaction, ICICI Bank Research Report. Customer Satisfaction Towards ICICI Bank.

Introduction:-

Small Business Enterprises (SBEs) do play a major and important role in today's world economy, and they are recognized as one of the main contributors to economic, development and employment growth. In this today's digital world small businesses need to understand how digital marketing/online marketing is important to survive in this competitive world. Now e-commerce companies are doing highly digital marketing for their products. So now in this 21st century those who have started start up business they are not able to survive in the market. Or they are not really able to reach their target audience. So here we are trying to find out how digital Marketing/online marketing is important for small businesses. And also understand those who are already using digital platform for their business are the able to succeed. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Apart from a basic website; consumers looks for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businesses agree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing

Detailed Literature Review :-

The growth of new social networks in 2000, dramatically transformed the interaction between people and organizations that shared common interest in music, movies, education, friendship, etc. (Edosomwan, Kouame, Prakasan, Seymour, Watson 2011).

Social media, however, is different than networking. Social media is primarily used to share information with a broad audience, while social networking is used to engage people with common interests and build relationships throughout community (Edosomwan, et al., 2011).

Finding the balance between social networks and social media would be very successful for a business within a community. Using social media is definitely a great strategy to announce information, and social networks allow followers to share that information with an even broader audience.

In order to determine the kind of strategies that should be tested, I need to gather the current data from Ambiance and determine where there is room for improvement. Social media can only help grow a business “after you develop a large following and learn how to give [followers] what they really want” (Rampton, 2014). Ambiance has a very strong amount of followers on Instagram, but I want to find out if our posts are effective enough when followers are scrolling through their feed. Various articles share information on ways they believe social media can grow a small business. “Identify goals and objectives, let them know you’re human, use hashtags often, engage with 3 everyone” (Rampton, 2014). These are just a few ways Forbes believes are the best way to grow a business. One of the first things I looked at for Ambiance was their Instagram account and the statistics it fortunately provides on the profile. I was able to find information on the age and gender of our followers, their location, and the time of day our followers are on Instagram the most. All of this is helpful information for moving forward and planning our strategies for reaching followers efficiently (Williams 2008)

Digital marketing is quite effective since it helps the marketers to measure and know the amount of the customer’s perceived and experienced brand equity (Madhavaram, 2005). The ultimate aim of adopting digital marketing is to continuously recruit new customers, while retaining the existing ones (Dewhirst & Davis 2005).

Digital marketing is a new approach to marketing, not just traditional marketing boosted by digital elements (Järvinen, 2012; Liu, Karahanna and Watson, 2011; Rowley, 2008).

It has its own characteristics and dynamics, which should be understood in order to be able to select effective marketing tactics and strategies. Digital channels can be classified in various ways. Marketing is an essential quest for the survival and success of an entity. Today businesses have more marketing opportunities than ever (Bresciani & Eppler, 2010).

Marketing serves as means to help the a business achieve their short and long term goals, balance their operations, fulfill their obligations to various relevant parties and also ultimately stay ahead in the business environment. Marketing is the most primary element with which a business uses to reach its target customers.

In a medium and small scale businesses, traditional marketing relies heavily on word of mouth recommendations for customer acquisition (Stokes & Lomax, 2002). Global contemporary economy is distinguished by relationships, technology, and networks, favors and has necessitated the movement of marketing to fit the global age by SMEs (Walsh & Lipinski, 2009).

Moss, Ashford, and Shani (2003) state that “Relatively little is known about SME marketing activities...” There exists a lack of knowledge about marketing activity in small businesses, suggesting that “such functional specialization may rarely exist” (Moss, Ashford, & Shani, 2003).

Research Methodology:-

A descriptive research design was undertaken to meet the objective of the study. The population for this study is small businesses in Ahemadnagar District who has already implemented digital marketing in their business. Approximate total population of these businesses is more than 400 (approximately). This study has selected a sample of 50 respondents on convenience sampling. We had collect the response from various sectors like IT, FM CG, Agriculture, Pharmaceuticals who are using digital marketing in their business. The impact of online marketing on small business is measured by A) Types of business, B) Age of business, C) Income of business, d)

Awareness of digital marketing, E) Platform, F) Strategies uses by business G) Recommendation to others, H) And satisfaction level etc. The response were measured by taking liker five point scale, while tabulating the data 'strongly disagree' option was assigned a weight of one and 'strongly agree' was assigned a weight of five. In between these two extremes, other levels such as 'disagree', 'neither disagree nor agree' and 'agree' were assigned weights of two, three and four respectively. Data collected was evaluated and cleared from errors before being analyzed using SPSS and presented in the form of tables. Descriptive statistics such as frequencies, percentages, means and standard deviation were used. Further, study used the Pearson-product moment correlation coefficient to test the significant relationship between Impact of online marketing/ Digital marketing on small businesses or start up

Objective:

The Study aims at achieving the following objectives:

To study Impact of Online/Digital marketing on small Business.

To study whether online/Digital marketing is really helping Small businesses to reach their target customers.

To understand how effective we can use online/Digital marketing tool to succeed our small business.

To identify the various types of business using Social Media for marketing.

Hypothesis:

Based on objectives of the study, the following hypotheses are formed.

There is impact of online/digital marketing in performance and increase the customer base of small business.

There also impact that because of Online/digital marketing Small businesses able to rich their target customers.

Scope:

This research highlights The Impact of Online/Digital marketing on small Business.

The study aims to understand whether online/digital marketing is really impacting on small medium enterprises or start up businesses who already using digital marketing for their business.

The sample collected for this study would be from Literate Businessman who has already do implementation of Digital Marketing on their business.

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

Limitations:

The study is based on the Primary data and the limitation of this is inaccurate response will be given by respondent.

This is subjected to the bias and prejudices of the respondent, hence 100% of accuracy cannot be assured.

The study is conducted only in Ahmednagar District. The research is carried out in a short span of time.

Another limitation of

Type of research:

Primary Research through Questionnaire

Type of data:

Primary Data

Method of data collection:

In the data collection we were used primary data collection method. Where we take 50 respondent.

Questionnaires method. In this Research study, We have selected the method of collecting information through primary data collection. The data were collected through the questionnaire method.

The survey was designed so that the participants could evaluate each question through their level of knowledge by using the Liker scale 4-point scale: Strongly Agree, Agree, Disagree, and Strongly Disagree.

Research Design:

Research design is the technique for conducting a research project. The design of the study is explanatory and descriptive research approaches. Explanatory study approach will be businesses to establish how variables such as age of business, Income level of business, place, strategies are using to increase the sales of business. Has a impact on small businesses to rich their target customers. The main research instrument used in this study will be questionnaires.

DATA SOURCES:

The study will mainly be based on primary data collection through the use of questionnaire; openended questions will be designed and administered to respondents. The questions cover a Knowledge of online marketing, Digital platforms, Awareness of social media marketing, variousdigital marketing strategies. The target population of the study will consist of Small Business people who already using online marketing tools for their business both male and female. The study is intended to develop and validate a survey instrument that will assess the Impact of online marketing on growth of small business or start up.

The study will be descriptive and explanatory study in nature. Primary sources and secondary sources will also be used for this study. For the purpose of this study the sources will be as follows:

Primary Data sources: It will be collected with the help of questionnaire, to be filled in by the respondents.

Secondary Data sources: It will be collected with the help of Books, Reports, Journals, Magazines, Newspapers, Websites and other published sources.

UNIVERSE OF THE STUDY:

Universe of the study will be the Impact of online marketing/Digital Marketing on Small businesses.

SAMPLING DESIGN:

Sampling Technique Sampling techniques are broadly divided into two groups as probability sampling techniques and non-probability sampling techniques.

For the current study, Convenience sampling is chosen.

Sampling Technique: Convenience sampling

Sample Frame: Ahemadnagar District

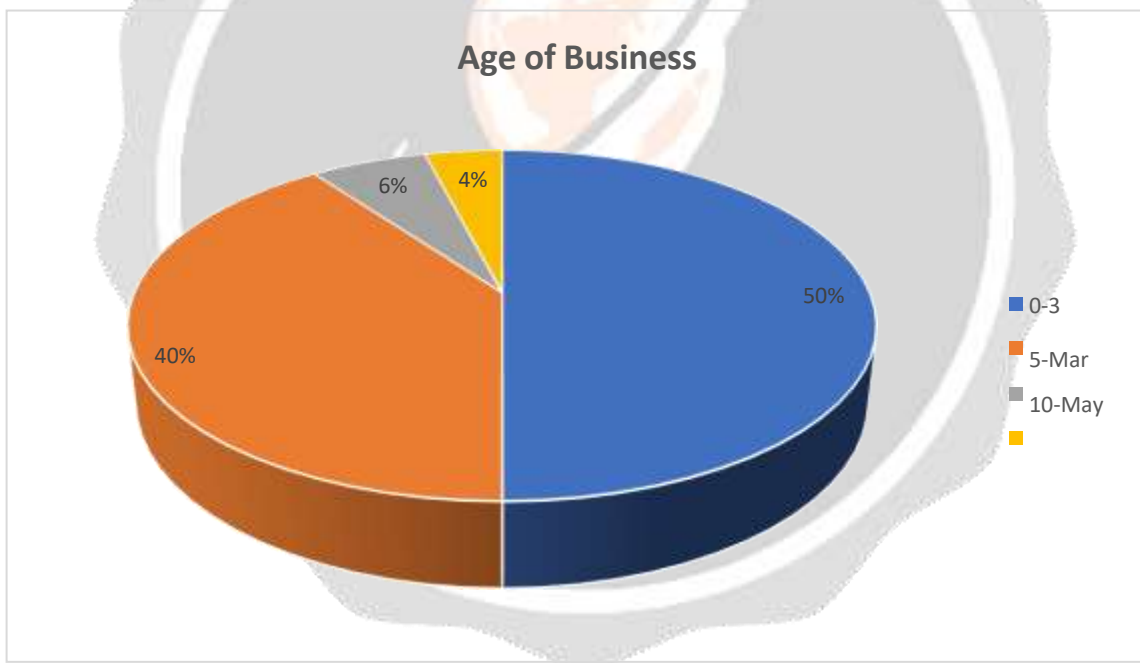
Sample Size: 50

Data Analysis:

1. Age of Business?

Sr. No	Particular	Frequency	Percentage
1	0-3	25	50%
2	3-5	20	40%
3	5-10	3	6%
4	Above 10	2	4%

Table 1.1



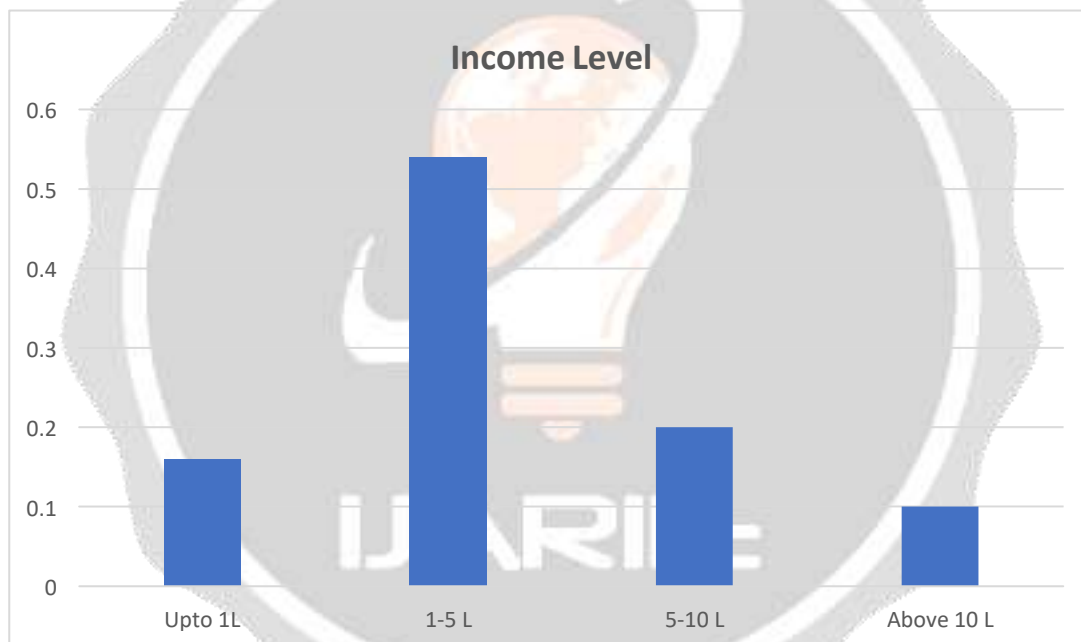
Interpretation:-

From the above graph we analyzed that most of the business respondents business Age is 0-3 year that 50%. And 40% respondents businesses age is 0-5 years. Means here we can say that businesses who were started in between 0-5 years ago those who are using Online/Digital marketing techniques in their small business to survive in this competitive world.

2. Income level of your Business?

Sr. No	Particular	Frequency	Percentage
1	Upto 1L	8	16%
2	1-5 L	27	54%
3	5-10 L	10	20%
4	Above 10 L	5	10%

Table 2.1



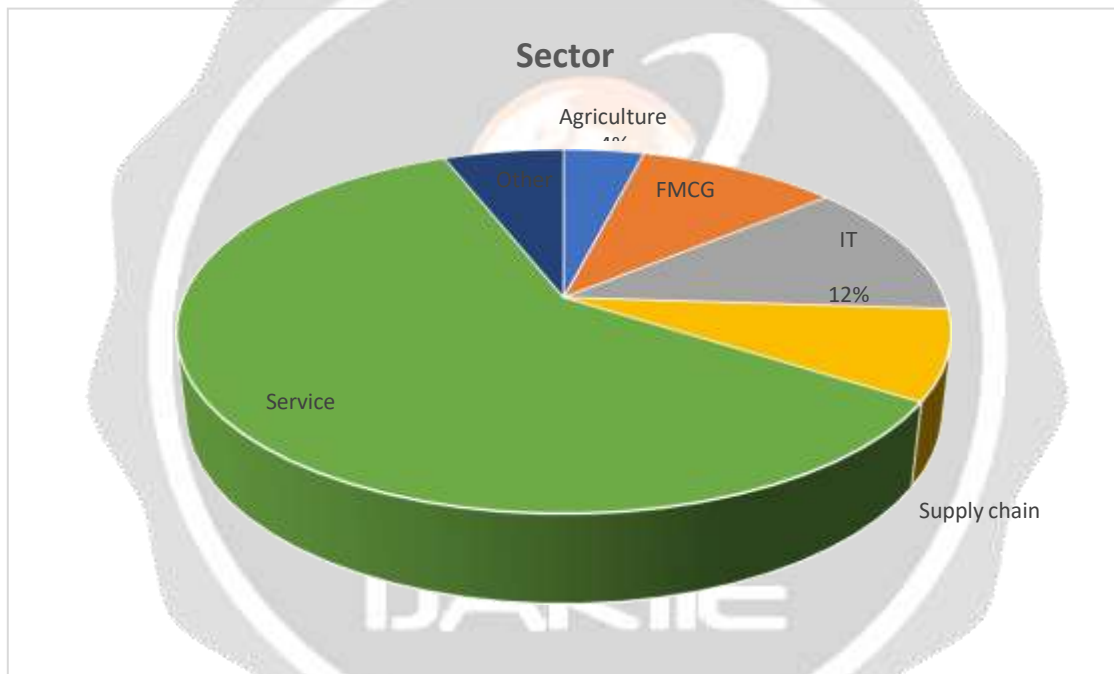
Interpretation:-

Above graph is tells us that the business who has started their small business in past several years ago from that businesses 54% businesses income level is 1-5L. And 20% respondents Income level is in between 5-10L. And the business who having income of more than are just 10%. That means most of the business income level is in between 5-10L.

3. Which Industry Your Business Belonging?

Sr. No	Particular	Frequency	Percentage
1	Agriculture	2	4%
2	FMCG	5	10%
3	IT	6	12%
4	Education	4	8%
5	Supply chain	0	0%
6	Service	30	60%
7	Other	3	6%

Table 3.1



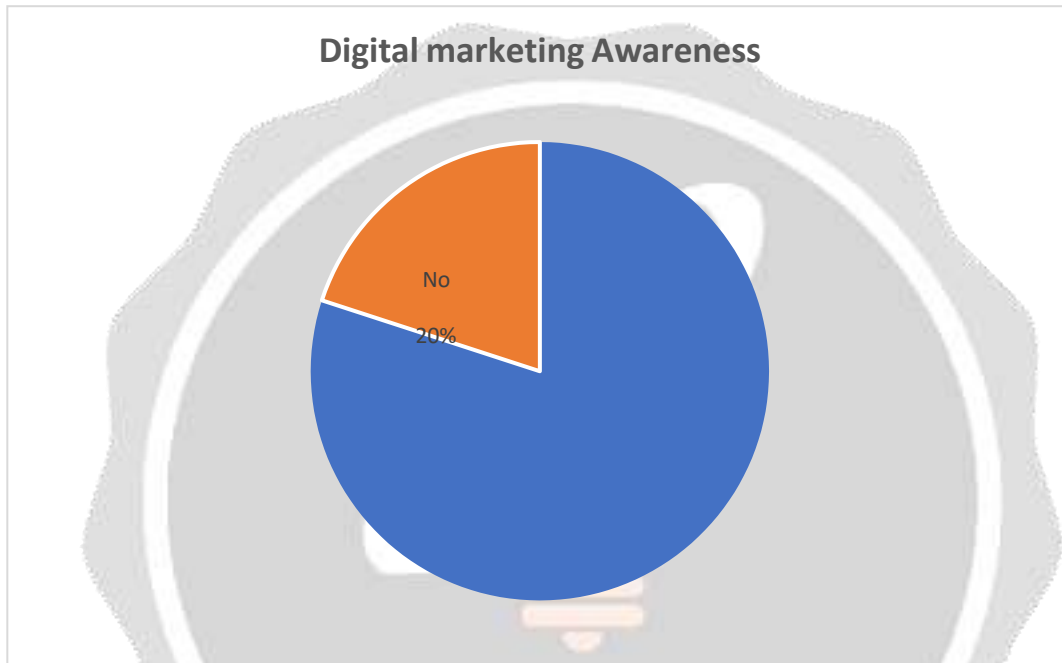
Interpretation:-

From above Analysis we come to know that most of the businesses are belonging from service sector that are 60%. And second sector which is FMCG that is 10%. Means here we can say that Online Digital marketing is playing very important role in service sector and FMCG sector. Means the businesses who has implemented online digital marketing platform to grow more in the market that are belonging from service, FMCG, Education, Agricultural sector.

4. Do you aware about online marketing or digital marketing?

Sr. No	Particular	Frequency	Percentage
1	Yes	40	80%
2	No	10	20%

Table 4.1



Interpretation:-

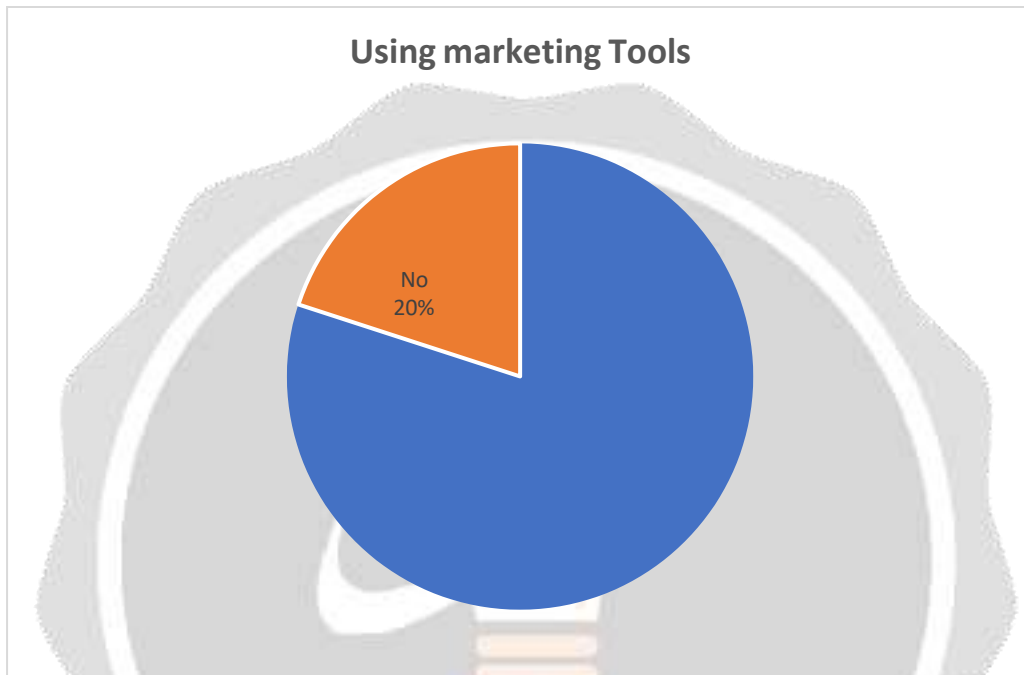
Above graph tells us that 80% of respondents are aware about online digital marketing tools and techniques. And just 20% of respondents saying that they are not very much aware about online digital marketing techniques and tools to develop the business.

5. If Yes. Then are you using online marketing Tools in your business to reach Your target customers?

Sr. No	Particular	Frequency	Percentage
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1	Yes	40	80%
2	No	10	20%

Table 5.1



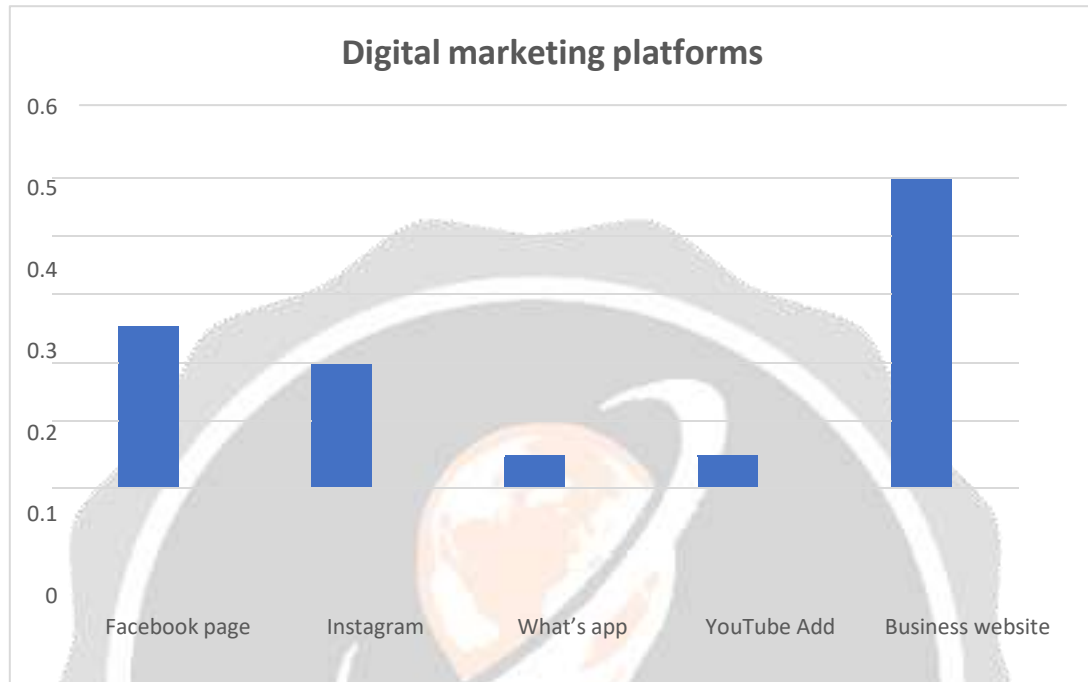
Interpretation:-

This graph tells us that those business who are aware about online digital marketing in that 80% small business are using Online Digital marketing techniques to attract their target customers. 20% respondents who know about online digital marketing but unfortunately they are not using online digital marketing techniques in the business to reach their target customers.

6. Which digital platform you are using to attract your customers?

Sr. No	Particular	Frequency	Percentage
1	Facebook page	13	26%
2	Instagram marketing	10	20%
3	What's app business	2	4%
4	YouTube Add	2	4%
5	Business website	25	50%

Table 6.1



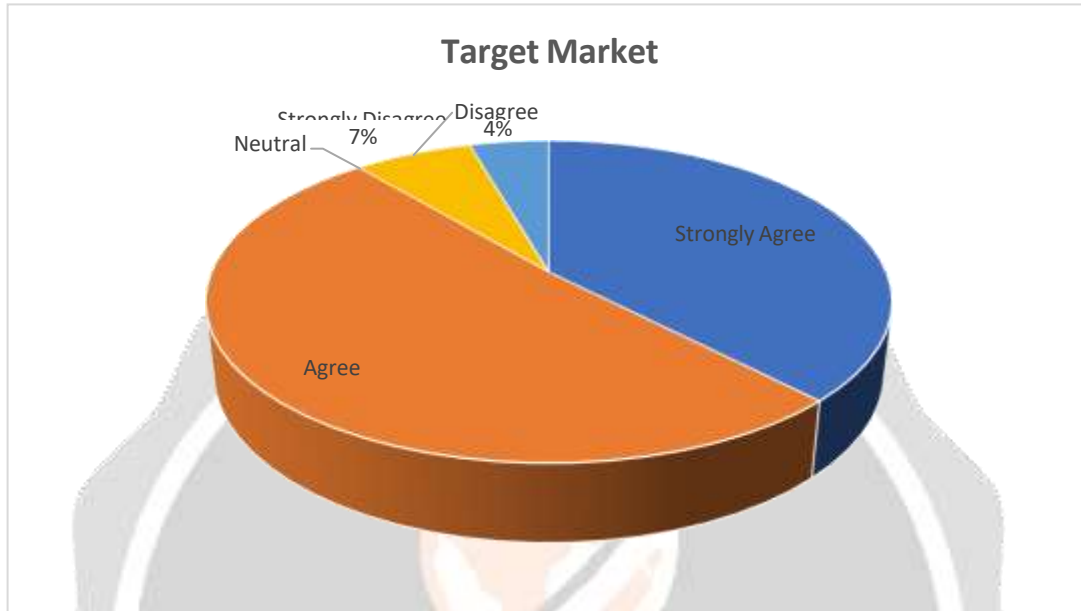
Interpretation:-

From above graph we come to know that In today’s digital world most of the businesses are believed in digital presence on internet that is business website are that respondents percentage is 50%. After business website people using Facebook page or Instagram page to attract youth towards their products that are 26% and 20%

7. Do you Agree that online marketing/Digital marketing helps your business to Rich your target audience?

Sr. No	Particular	Frequency	Percentage
1	Strongly Agree	17	34%
2	Agree	23	46%
3	Neutral	0	0%
4	Strongly Disagree	3	6%
5	Disagree	2	4%

Table 7.1



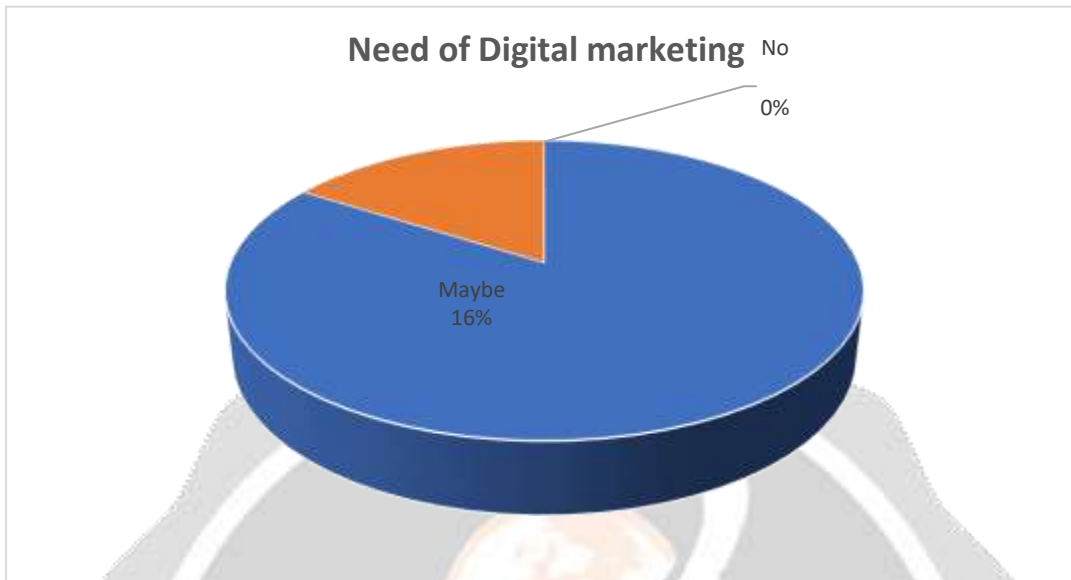
Interpretation:-

Here we can say that most of the businessmen are able to reach their target customers that they had target because of online digital marketing. So here we can say that if small business wants to grow more and reach their target Audience then it's need to they used online digital marketing techniques in their business.

8. **What do you think about online marketing/Digital marketing really needed to the Small businesses in today's Scenario?**

Sr. No	Particular	Frequency	Percentage
1	Yes	42	84%
2	Maybe	8	16%
3	No	0	0%

Table: 8.1



Interpretation:-

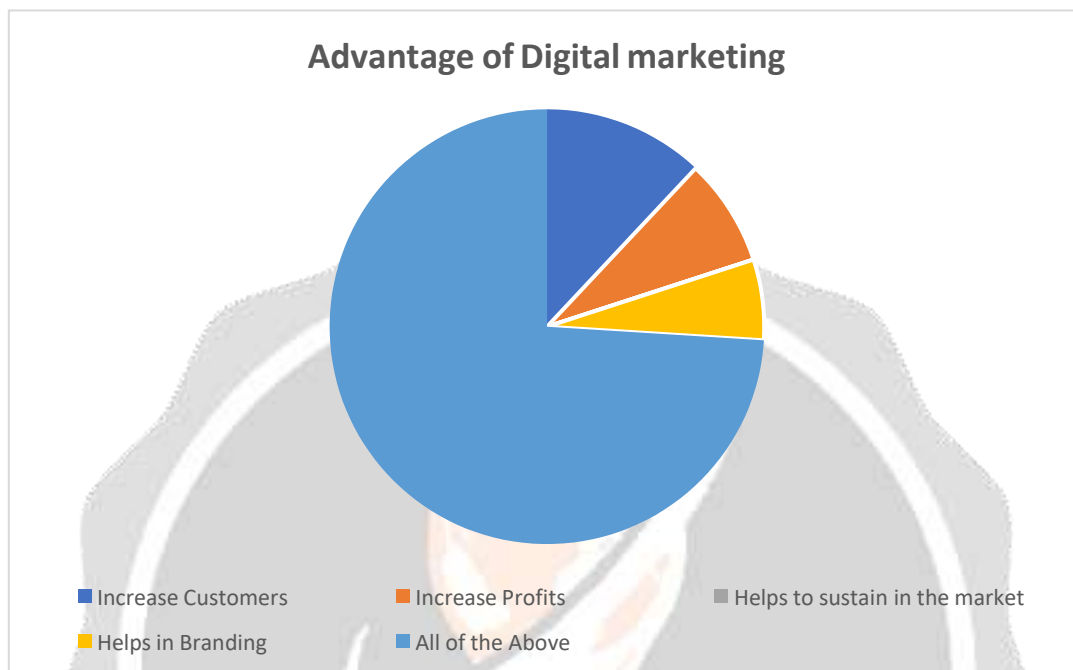
From above Analysis we come to know that those who are using Online Digital marketing tools for reaching their target customers from that 84% respondents are agree that online digital marketing is really needed in today’s digital world or competitive world.

9. what do you think where online marketing help to the businesses?

Sr. No	Particular	Frequency	Percentage
1	Increase Customers	6	12%
2	Increase Profits	4	8%
3	Helps to sustain in the market	0	0%
4	Helps in Branding	3	6%

5	All of the Above	37	74%
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Table: 9.1



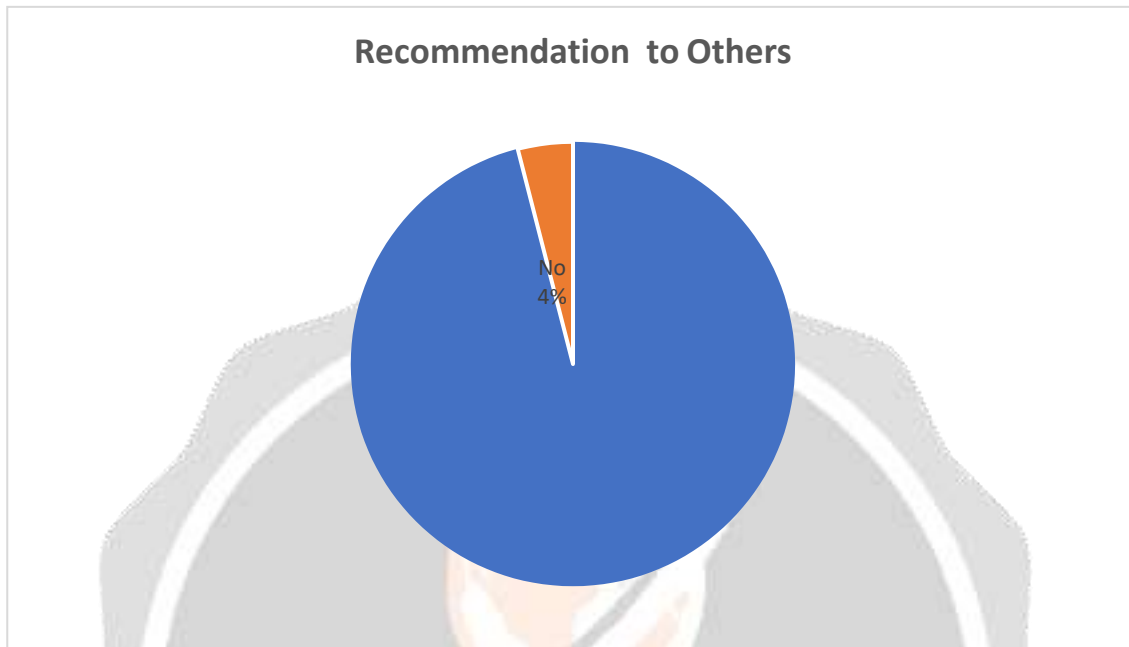
Interpretation:-

From above Analysis we come to know that online digital marketing help new business in 360 degree in terms of business, new customer, sales, profit, create brand in the market, helps in sustainin competitive world. Here 75% respondents chosen all of the above option.

10. Will you recommend online marketing to other Small businesses?

Sr. No	Particular	Frequency	Percentage
1	Yes	48	96%
2	No	2	4%

Table: 10.1

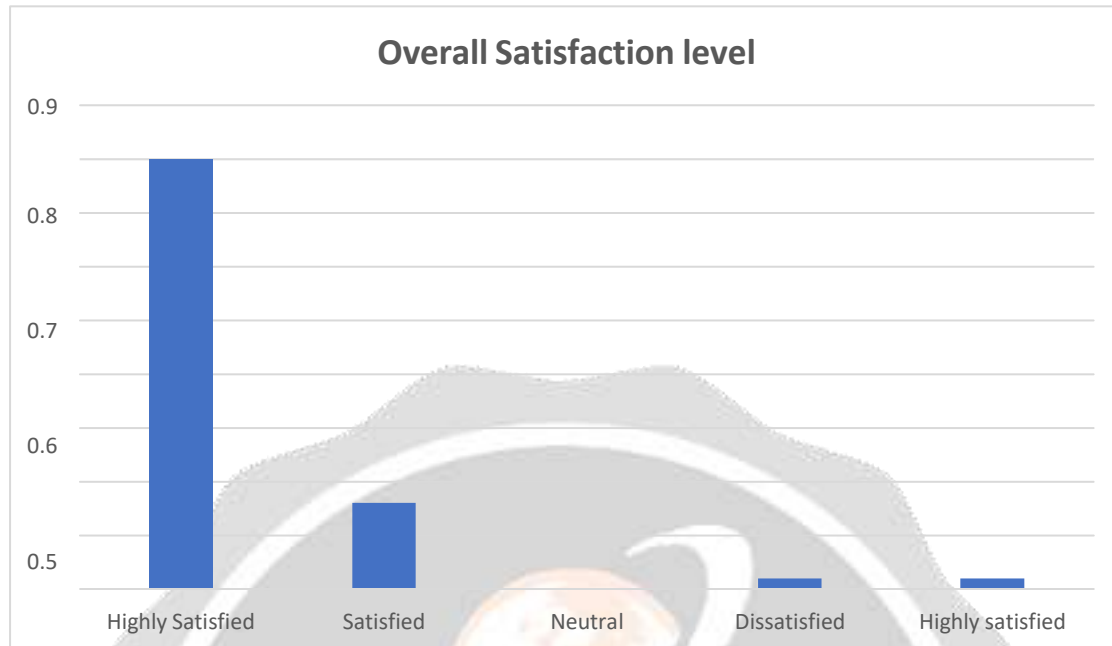


Interpretation:-

From above data we come to know that 96% of the business respondents who already implemented online digital marketing techniques in their business they said that they are highly recommending online digital marketing to other Small businesses or start up.

11. Give your satisfaction level of your Business when you had using onlinemarketing?

Sr. No	Particular	Frequency	Percentage
1	Highly Satisfied	40	80%
2	Satisfied	8	16%
3	Neutral	0	0%
4	Dissatisfied	1	2%
5	Highly satisfied	1	2%

**Table: 11.1****Interpretation:-**

From above Analysis we can say that 80% of respondents who has adopted online digital marketing techniques those business are highly satisfied with the online digital marketing. And only 4% of respondents are not satisfied with result of online digital marketing. So here we can say that online digital marketing is highly impacting on performance of the business.

Findings and Discussions:

- 1) This study examined the Impact of online digital marketing on small businesses and start up. Most of the business who had adopted online digital marketing tools in their businesses their age is in between 1-5 years. And also their income level is in between 5-10L.
- 2) The business which are already using online digital marketing in that 60% of the small business are from Service sector which is highly contributing on Indian economy. And 10% From FMCG sector and 8% are from Education.
- 3) 80% respondents are Aware about digital marketing and 20% are not. And in this 80% respondents again 80% are using online digital marketing for to reach their target Audience or target customers.
- 4) In this research we come to know that most of the customers are using business website platform to ensure digital business presence on internet and that are 54%. 26% are using the tool of Facebook page and 20% are using Instagram page to reach their target customers.
- 5) 46% respondents are Agree And 35% are strongly agree that because of online digital marketing we are able to reach out our target people's. And also 84% of small business telling us that yes online digital marketing is highly impacting on performance of business and also it is needed in today's competitive Scenario.
- 6) Also here we had find that online digital marketing helps small businesses in 360 Area of the business in

- terms of increasing sales, customer, income, creating brand.
- 7) Our 96% of respondents are really recommending online digital marketing toothers. Who are not able to sustain in today's competitive world.
 - 8) In this research lastly find that our 80% of small business are highly satisfied with the result of online digital marketing which they got by using digital tools. And also we can say that online digital marketing has highly impacting on the performance of the business as well as to reach their target customers.

Conclusion

Social media marketing is important because it aligns with the way consumers make purchasing decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary Impact of digital marketing on small business. So in this study we analyze positive impact of online digital marketing on small business on performance of the business. And reaching out their target customers. Also digital marketing helps small business to increase new customer base, profit, sustainability, creating brand image on the market. Businesses are believed business website are more effective tool for the growth of the small business. And also Facebook, Instagram, what's app, linked in this are the platform are also highly preferred by small businesses. Also people are agree that online digital marketing is highly impacting on various functions of the business. And also Small businesses highly satisfied with overall online digital marketing performance.

Thus, a conclusion can be drawn that the study was helpful to understand that there is highly positive impact of online digital marketing on small Business and start up.

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