

A Study On Adoption Of Digital Marketing Techniques In MSME's With Special Reference To Coimbatore City

Mr.Nishanth B¹, Mr.ChandruN²

^{1,2}Dept of commerce

^{1,2}Dr.N.G.P Arts and Science College

Abstract- *The study adopted the theory of technological innovation which assumes that an organization adopts certain innovations if it perceives greater benefits than costs of doing so.*

analyses were used and correlation analysis and chi-square analysis were used to analyze the information collected to test the significance of independent variables on dependent variable of the study.

The study uses a descriptive study design where a mixed methodology approach was employed to suit the nature of the study. Questionnaires were used to collect from the MSME's. In total 100 MSMEs obtained randomly were involved in this study and form the unit of both inquiry and analysis. The Simple percentage, Chi-square and Correlation analysis techniques were employed in analysing factors leading adoption of social medial marketing in the city.

Keywords- Digital, Marketing, Adoption, MSMEs

I. INTRODUCTION

The term digital marketing is used for targeted, measurable and interactive marketing of products or services by using various digital technologies to enhance the reachability at consumer door steps. The key objective of this activity is to promote the product or service and at the same time to work on the brand image of the company and with the help of that brand equity can be created at the market place.

II. IDENTIFY,RESEARCHANDCOLLECT IDEA

The study employed a mixed research approach where both qualitative and quantitative data was collected from the respondents. Based on this, the study employed both qualitative and quantitative data analysis methods in order to get responses related to factors affecting adoption of social media marketing among small firms in Coimbatore. The study employed content qualitative data analysis where information collected through interviews has been coded according to specific themes and analyzed to answer the general theme of the study. The study employed both descriptive and inferential statistics to analyze data that were collected from the questionnaires. The mean and standard deviation descriptive

III. STUDIESAND FINDINGS

PERCENTAGE ANALYSIS

1. Majority of rs. 5 lakh and rs. 10 lakh categories of annual income.
2. Majority (47.5%) are new to pay per click advertising.
3. Majority (64%) can setup the ppc campaign on their own.
4. It includes, majority of (41.4%) respondents belonging to budget between rs.10000 to rs.20000.
5. Majority (61%) of respondents are interested in ppc marketing.
6. Majority (59.6%) of respondents are interested in re-targeting customers who don't covert their first time.
7. Majority (36%) of respondents are with budget between rs.10000 to rs.20000.
8. A majority (79%) is in need for local listing audit.
9. Majority (82.8%) is interested in setting up local seo.
10. A majority (77.8%) of respondents are in need of seo link building.
11. A majority (84.7%) is interested in guest post/blogger service.
12. A majority (72.4%) of respondents are in need of fully managed blog writing service.
13. A majority (73.5%) of respondents are interested in ala-carte service.
14. A majority of respondents 36.5% like to post between 10 to 20 posts per month for their blog.
15. A majority of respondents 56.7% are interested to upgrade blog post.

CHI-SQUIRRE ANALYSIS:

1. There is relationship between annual income and amount spent on advertisement.
2. There is relationship between annual income and amount spent on re-targeting customers.

CORRELATION:

1. It represents negative correlation. So, there is no relation between local seo and seo link building
2. Since correlation co-efficient is 0.81 which is close to 1 therefore, fully managed seo and press release distribution are highly related.

IV. REVIEWE OF LITERATURE

Chung and Austria (2010) completed a thought-provoking research work with objectives to find out, what gratifications or fulfilments are underlying the usage of social media, the attitudes towards social media marketing messages, and the effectiveness of messages pertaining to online shopping value. The base was taken on the Uses and Gratification theory (Katz, Bluner&Gurevitch, 1974), to examine consumer indulgence in social media practice. Online shopping value was scrutinized in association with social media marketing messages. For social media gratifications, entertainment, information, and interaction were taken as exogenous variables. Attitude towards social media marketing messages and online shopping values were the endogenous variables. Several studies found that online users answer more favorably and put more belief on virtual brand community as against that on interactive digital advertising. Reply to Facebook advertising was less favorable as compared to that shown to the virtual brand community in the context of online social networking. The students viewed at virtual brand community as being more trustworthy, informative and entertaining. Facebook advertising was more irritating to them.

Smith (2011) cited **Internet World Stats (2010)**, which pointed out that the world's internet user population was projected to exceed 2 billion by 2010. With the rapid advancement of technology in society, the adoption of digital marketing strategy is more important than ever.

Armitage (2015) explained that digital stratagem should be the cornerstone of an organization "go to" market strategy.

V. SUGGESTIONS

(1) It's always better to [have an expert to manage SEO](#) for you if you want to truly succeed. Using the Internet to promote our

products or services for my business would enable the company to accomplish growth more quickly.

(2) Using the Internet to promote our products or services would improve business performance.

(3) Using the Internet to promote our products or services for my business would increaseour productivity. Using the Internet to promote our products or services would enhancethe company's effectiveness to increase awareness of the business.

(4) Using the Internet to promote our products or services would enhance the company'seffectiveness to increase customer engagement in the business

(5)Using the Internet to promote our products or services for my business would enablethe company to accomplish growth more quickly.

(6)Using the Internet to promote our products or services would improve business performance.

(7) Using the Internet to promote our products or services for my business would increaseour productivity. Using the Internet to promote our products or services would enhancethe company's effectiveness to increase awareness of the business.

(8) Using the Internet to promote our products or services would enhance the company'seffectiveness to increase customer engagement in the business.

VI. CONCLUSION

From this study it is understood that majority of MSME's are interested in PPC marketing and wish to re-target customers who don't convert their first time there is a great need for local SEO and SEO link building. By adopting social media marketing, MSME's tend to promote their products and services through various platforms like Facebook and Instagram. There is close relation between annual income and amount spent on online advertisement and spent on re-targeting.

VII. ACKNOWLEDGEMENT

I would like to express my profound gratitude to **Dr. Nalla G. Palaniswami, MD., AB (USA), Chairman, Kovai Medical Centre and Hospital (KMCH), Coimbatore and Dr. Thavamani D. Palaniswami, MD., AB (USA), Secretary, Dr. N.G.P. Arts and Science College, Coimbatore** for theirencouragement.

I wish to express my sincere thanks to **Prof. Dr. V. Rajendran, M.Sc., M.Phil., B.Ed., M.Tech. (Nanotech), Ph.D., D.Sc., FlnstP (UK), FASch.,Principal, Dr. N.G.P. Arts and Science College, Coimbatore** for his encouragement and support during the courseperiod.

I would like to express my heartfelt thanks to **Dr.C.KARTHICK M.Com.,M.Phil.,Ph.D.,Head of the Department, and all the Teaching and Non-teaching Staff members, Department of Commerce**, for their inspiration for the successful completion of this work.

I wish to express my deep sense of gratitude and thanks to my guide, **Mr.N.CHANDRUM.Com(CA),M.Phil., Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore-48**, for his excellent guidance and strong support throughout the course of my study.

I would like to express my heartfelt thanks to **Parents & Friends** for their inspiration for the successful completion of this work.

REFERENCES

- [1] Ahmad Daryanto, H. K. (2013). Adoption of country-specific business websites The case of UK small businesses entering the Chinese market. *Journal of Small Business and Enterprise Development* , 20(3), 650-660.
- [2] Andrew Gemino, N. M. (2006). Executive Decisions about Website Adoption in Small and Medium Sized Enterprises. *Journal of Information Technology Management*, 17(1), 34-50. Bagale, G. S. (2014).
- [3] Determinants of E-Commerce in Indian MSME Sector: A Conceptual Research Model Based on TOE Framework . *Universal Journal of Management* , 2(3), 105-115. BCG and IAMAI. (November 2014).
- [4] India @ digital.Bharat. BCG(Boston Consulting Group)and IAMAI(Internet and Mobile Association of India). BoumedieneRamdani, D. C. (2013).
- [5] SMEs' adoption of enterprise applications A technology-organisation-environment model. *Journal of Small Business and Enterprise Development* , 20(4), 735-753 Chee Hong Kok, P. L. (2011).
- [6] Determinants of Internet Adoption in Malasian Audit Firms . *International Conference on Ebusiness, Management and Economics* , 3, 302-307. Darabi, Y. (2007). The Impact Of Market Orientation On Business Performance And Website Adoption: A Study Among Iranian SMEs. Dr.P.M.Mathew. (2014).
- [7] MSME Definition in India: The Present State and the Imperatives . New Delhi: Confederation of Micro, Small & Medium Enterprises (FICCI-CMSME)and Institute of Small Enterprisesand Development (ISED) . El-Gohary, D. H. (october 2010).
- [8] E-Marketing - A literature Review from a Small Businesses perspective.*International Journal of Business and Social Science* Vol. 1 No. 1; October 2010, 1(1).