

A study on effectiveness of digital marketing for Small Business Units

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Abstract: Digital marketing refers to any marketing campaign that uses an electronic device or the internet. Businesses utilize digital platforms such as search engines, social media, email, and other websites to communicate with current and future customers. Although an expert inbound marketer may argue that inbound and digital marketing are almost similar, there are a few minor differences. At this stage, digital marketing is crucial for your company's and brand's visibility.

To make a long story short, if you want to stay competitive as a business owner, you'll need to embrace some aspects of digital marketing. Because digital marketing provides so many options and concepts, you may be creative and experiment with a variety of marketing tactics on a budget.

You can also track the success and ROI of your campaigns more readily with digital marketing than you could with traditional promotional content like a billboard or print ad, thanks to technologies like analytics dashboards. The best digital marketers are able to identify how each digital marketing activity helps them achieve their overall goals.

Marketers may also use the free and paid channels available to them to assist a larger campaign, depending on the goals of their marketing strategy. We'll go through these specific digital marketers in more depth in a bit. Digital marketing may assist any company in any industry. Regardless of what services your company provides, digital marketing still requires creating buyer personas to better understand your target audience's demands and creating valuable online content. That isn't to say that every business should implement a digital marketing strategy in the same way.

Keywords: Business, Digital Marketing, Business Strategy

INTRODUCTION

All marketing initiatives that involve an electronic device or the internet are referred to as digital marketing. To engage with present and potential consumers, businesses use digital channels such as search engines, social media, email, and other websites. Traditional marketing may take the form of print advertising, phone calls, or physical marketing, but digital marketing may take place electronically and online. This implies that companies have a lot more options for reaching customers, such as email, video, social media, and search engines.

Digital marketing is critical for your business and brand exposure at this point. Every other brand, it seemed, has a website. If they don't, they should at the very least have a social media presence or a digital advertising plan. Consumers now anticipate and rely on digital material and marketing as a means of learning about businesses. To cut a long tale short, you'll need to embrace certain components of digital marketing to remain competitive as a business owner.

Digital marketing is described as the use of a variety of digital methods and platforms to reach out to clients where they spend the majority of their time: online. There's a range of strategies that fit under the name of "digital marketing," from the website itself to a business's online branding assets — digital advertising, email marketing, online brochures, and beyond. The greatest digital marketers can see how each digital marketing effort contributes to their overall objectives. Marketers may also support a wider campaign using the free and paid channels available to them, depending on the aims of their marketing plan. Digital marketing efforts are most likely focused on online lead generation, with the ultimate objective of getting someone to talk with a salesperson. As a result, the goal of your marketing plan is to use your website and other digital channels to acquire and convert the best quality leads for your salespeople.

LITERATURE REVIEW

Todor, R. D. (2016) found in his industry under investigation, social networks were the most widely utilized type of digital marketing, and Google analytics was the most often used method of measuring the impacts of digital marketing. The research revealed that the greater a company's reliance on digital marketing in its operations, the greater its influence on promotion and brand positioning. Syazali, M., Putra (2019) reveal that the price of a product and its brand have the greatest partial correlation in affecting client purchase interest. Customers' buying interest is unaffected by product quality because consumers will trust a product's quality if the brand is well-known and the price is reasonable. Bala, M., & Verma, D. (2018) According to the findings, it is critical to develop and implement digital strategies in order to improve customer



communication and, as a result, company results. Every business should develop a plan that incorporates both conventional and contemporary communication channels. Sestanj-Peric, T., & Tomicic-Pupek, K. (2019), study's objective is to dive further into the second scenario, in which organizations must integrate a new digital platform into current information systems. Existing relevant research papers were examined with the goal of obtaining insights on experiences and challenges connected to integrating Business Resource Planning (ERP) and Customer Relationship Management (CRM) systems to digital enterprise platforms. Alghizzawi, M. (2019) examined with the goal of obtaining insights on experiences and challenges connected to integrating Business Resource Planning (ERP) and Customer Relationship Management (CRM) systems to digital enterprise platforms. Smith, K. T. (2011).

Look at a variety of digital marketing tactics to see which ones are favored by Millennials and which ones are effective in influencing behavior. Online purchasing has been highlighted as a driving influence among millennials. Rana, Bishnu (2016) analyzed numerous aspects that influence search engine optimization and their impact on a company's success. It covers themes such as how SEO has evolved through time and compares with current elements that may or may not be successful. SEO is a dynamic process that occurs on the web and necessitates continual development for the survival and growth of a business.

OBJECTIVES OF RESEARCH

1. To study and understand the perspective and effectiveness for use of digital marketing
2. To understand the satisfaction level of users of digital marketing
3. To identify the reason for use of digital marketing

This research paper showcases the use of descriptive method of the study as one variable is dependent on another variable. That sample size was 50 Business/ Companies were taken into consideration from Kalol GIDC area of Gandhinagar District was taken for data collection by taking level of significance 5%. For data collection structured questionnaire was made to get accurate data, where 12 questions were designed which were multiple, Likert scale, and open& close ended question covering different factors. The data collection followed convenience sampling method. This study has four parameters effectiveness, satisfaction, reason to use, and perspective. All the question were framed according to the parameters which needed to be taken into consideration. Each and every question were directly and indirectly related to these parameters.

RESULTS AND DISCUSSION

4.1 Hypothesis testing:

The first hypothesis taken for this study is:

H₀₁: There is no association between Success of the Business and the Digital Marketing

H_{A1}: There is an association between Success of the Business and the Digital Marketing

Table1: Correlation Test

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by	Pearson's R	.089	.151	.617	.540 ^c
Interval					
Ordinal by	Spearman	.032	.150	.221	.826 ^c
Ordinal					
N of Valid Cases		50			

In the above Co-relation test output, the F value is more than F critical, and p-value is less than alpha value. Hence the alternative hypothesis is accepted. In Co-relation if we see the result is 0.540 which is equivalent to H_{A1} so it can be said that there is a significance in business in time, cost and growth of the business as H₀₁ is rejected and H_{A1} is accepted.

H₀₂: The reason for adoption of digital marketing is not significance on the cost, time and growth of business

H_{A2}: The reason for adoption of digital marketing is significance on the cost, time and growth of business



Table 2 Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.482 ^a	4	.075
Likelihood Ratio	6.168	4	.187
Linear-by-Linear Association	1.508	1	.219
N of Valid Cases	50		

In the above Chi-Square test output, the F value is more than F critical, and p-value is less than alpha value. Hence the alternative hypothesis is accepted. As we can see that hypothesis F value is greater than 0.05 that means the HA2 is accepted and there is an association between the Success of the business and the digital marketing. From this test we can come to know that the Ha is accepted and H0 is rejected. In Chi-Square the HO is rejected and HA is accepted.

CONCLUSION

If we conclude this the result of the hypothesis and the result from the Google forms all were in favour of using digital marketing has its own impact on every particular business. As there are more than 50% and apart from the various industry and the various location believes that digital marketing gives them every single opportunity that they are looking for. Global reach, impression, sales, leads every single thing is possible from one place and you can reach your target audience from anywhere to any area from all over the globe. This digital marketing has its own feature and it's trending after the Covid pandemic since many people lost their job but the digital was only way for them to survive in the market. The world is growing and so technology so getting your customer with just one click is a very easy process if you have the knowledge of how to use digital tools as this can be a very beneficial for any of the business to get profit on their fingertips. Nowadays almost social media influencer, business person, any start a person or business man are using the digital marketing to get the global reach and make the product or service reachable to that particular targeted market from all over the world this can be divided into STP known as segmentation targeting and positioning. Segmentation plays very important role as demographic, social graphic and other segments please very important role like psychographic, behavioural, and geography segmentation makes digital marketing a unique tool to generate revenue.

AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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