

A Study On Evaluation Of Digital Marketing Practices Among Micro Enterprises In Jhansi District

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Abstract

Digital transformation is the process of integrating digital technology into all organizational processes to increase productivity, reduce costs, and improve customer experience. Whereas, its pitfall include late delivery, security issues, and lack of interaction with sales executives. This study was conducted on 200 micro enterprises in Jhansi district. Main objective of this study was to measure the extend of digital marketing practices.

Key Words: Digital Transformation, Digital Marketing Practices and Micro enterprises

INTRODUCTION

"Digital transformation" is the process of integrating digital technology into all organizational processes. It fundamentally changes how businesses operate and how they offer value to customers. Additionally, because of the cultural shift, organizations must constantly challenge the status quo and be willing to fail (Hat, 2016). The use of digital tools and strategies to turn outdated business models into new ones is known as "digital transformation." With the use of new technology, it helps businesses to enhance their operational efficiency and increase profit and sales, which may result in business expansion. Businesses must stay up-to-date with technology so that it can compete with rivals and outperform them to maintain its place in the market.

The digital transformation of business has many advantages, such as increased productivity, no change of inaccuracy, increased customer interaction network, high responsive rate, speedy process, increased market share, boost growth, different opportunities concerning product innovation and marketing more flexible approach, reduced cost per unit, and less wastage of raw material. The disadvantages of digitalization in businesses include late delivery of goods, security issues, less interaction with sales executives, fraud in payment, well-structured infrastructure, internet connectivity, and a skilled person needed to operate the business. These disadvantages can disrupt operating activities performed with the help of technology. (Bhasin, 2019)Businesses can streamline operations, improve customer experience, and remain ahead of the competition by implementing digital practices such as idea development, design and prototyping, production, promotion and

marketing, payment, feedback and analytics. These practices can assist firms in simplifying processes, improving customer satisfaction and staying ahead of the competition. Businesses may establish a more agile and responsive business model that is able to adapt to changing market conditions and customer needs by embracing the newest digital tools and technologies.

DIGITAL MARKETING PRACTICES

IDEA GENERATION & DESIGNING

The development of digital products and services includes the generation of ideas. It entails identifying customers' struggling areas, market research, monitoring the most recent technological trends, team brainstorming, utilizing the sharing economy (Rindfleisch, 2019), design thinking, keeping an eye on social media, and experimenting with new business models. Combining these strategies enables businesses to produce various ideas for their expansion and success in the digital era.

Digital design is a multidisciplinary area that necessitates a blend of artistic abilities, technical expertise, and user-centered design ideas. (Team, 2022) It entails creating visual and interactive designs for applications such as websites, mobile apps, video games, and marketing materials using digital tools and technology. Understanding design concepts, expertise with digital tools, user experience (UX) and user interface (UI) design, responsive design, and cooperation with other designers, developers, and project managers are all important components of digital design.

DIGITAL MANUFACTURING

The use of digital technologies to transform traditional manufacturing processes into more efficient and automated operations is referred to as digital manufacturing. (ROVITO, 2022) It entails the integration of sophisticated technologies such as AI, cloud computing, and big data analytics to create a completely digitalized and interconnected manufacturing ecosystem. Digital design, additive manufacturing, automation, and robotics are all important components of digital manufacturing. Digital manufacturing has various advantages, including better efficiency, lower prices, and improved quality control.

DIGITAL MARKETING

The use of digital channels and technologies to promote products, services, or brands is referred to as digital marketing. Social media marketing, search engine optimization (SEO), email marketing, pay-per-click (PPC) advertising, and influencer marketing are all part of the process (Rock Content, 2020). It provides a variety of opportunities for businesses to contact their target audience and market their products or services. Businesses

may design efficient digital marketing strategies that drive traffic, generate leads, and improve sales by utilizing the newest digital channels and technologies.

DIGITAL ORDER PREREQUISITES

The components and methods required for firms to handle digital orders are referred to as digital order prerequisites. An e-commerce website, inventory management system, order management system, payment gateway, shipping and logistics system, and customer support system are examples of these. These conditions must be met in order for businesses to process digital orders smoothly and efficiently. Businesses can create a seamless customer experience and remain ahead of the competition by investing in the proper technology and processes.

DIGITAL PAYMENT

The transmission of funds or payment for products and services via digital channels such as the Internet, mobile devices, and other electronic devices is referred to as digital payment. It entails the usage of mobile devices, internet payments, point of sale (POS) payments, and peer-to-peer payments. It provides businesses and customers with a simple and secure way to make and receive payments, and it is expected to grow in popularity in the future because of the increased usage of mobile devices and the Internet.

DIGITAL FEEDBACK

The practice of gathering and analyzing feedback from consumers or users via digital media is known as digital feedback. It enables organizations to obtain useful information about their products, services, or customer experiences and make data-driven decisions to improve their offerings. Surveys, ratings and reviews, social media listening, user testing, and analytics are forms of digital feedback. Businesses can remain ahead of the competitor by employing these tools and approaches to get important insights concerning the customers' requirements and preferences.

REVIEW OF LITERATURE

(Lisa, 2021) This article explains the roadmap of industry 1.0 to industry 4.0. The Industrial Revolution began in the 18th century with the invention of steam power and the mechanization of manufacturing. Electricity and assembly line production ushered in the Second Industrial Revolution in the nineteenth century. With partial automation, the Third Industrial Revolution began in the 1970s. The application of information and communication technology to industry is what defines Industry 4.0. The Industrial Revolution began in the 18th century with the invention of steam power and the mechanization of manufacturing. Electricity and assembly line production ushered in the Second Industrial Revolution in the nineteenth century. With partial automation,

the Third Industrial Revolution began in the 1970s. The application of information and communication technology to industry is what defines Industry 4.0.

(Singh, 2021) This article show the way to how to generate idea for digital product etc. Brainstorming unique product ideas, conducting a brainstorming session among teammates, analyzing the ideas, and conducting in-depth customer research are all necessary steps in producing a successful digital product. Before releasing a digital product, quality assurance is required. Marketing and launch plans should be targeted to the tastes of the customer, the product should be visually appealing, and feedback should be included to improve the product.

(Kumar, Singh, & Modgil, 2020) The study stated that in the era of industries 4.0, using INTERNET-Enabled equipment and devices such as IOT, 3D-Printing in manufacturing and developing products and services boosts production and efficiency by avoiding waste and lowering costs.

(Lavanya & Radhikamani, 2021) Digital marketing is an important tool for businesses to reach the right people at the right time, compete with large corporations, increase brand awareness, increase sales, and measure ROI. It involves various mediums such as Pay Per Click Marketing, Social Media Marketing, Search Engine Optimization, Content Marketing, and more. Analyzing competitors is essential to keep up with the competition, and multichannel marketing helps both small and large businesses achieve their respective goals. Digital marketing is a boon to businesses, helping them stand steady in a competitive environment and create brand awareness amongst large companies.

(Agrawal & Narain, 2018) infers that businesses that use digital technology in their supply chain benefit far more than those that use traditional supply chain approaches because "digital supply chain help in maintaining competitive advantage, improving product quality, it helps suppliers and manufacturers to improve visibility of supply chain" it means technology helps manufacturers/suppliers to produce product with no wastage, which further reduces cost and in this way it can overcharge.

(Khosla, 2022) discussed the scope of digital payment in this era. Digital payments have become increasingly popular in India, with ₹8,193 crore digital transactions in FY22. MSMEs have also begun to use them, as it can reduce inconvenience, administrative burden, and risk of losing essential records. It also helps them expand their customer base, improve cash flows, provide upsell opportunities, reduce costs, and create a digital footprint.

(Daviy & Paklina, 2017) According to this study, digitalization is a reshaping of all critical business processes, not just new technologies. It opens up new marketing opportunities for businesses and enhances profitability by lowering the cost of raw materials and energy. It also has ambiguous consequences for HR, as it may lead to HR incentives. There are numerous advantages to digitalization, like greater efficiency, but there are also

hazards of HR shortages. Companies grow more open to customers and competitors, and physical company borders are dissolving.

(Papadopoulos, Baltas, & Balta, 2020) informed us about how SMEs worked with digital technology in Covid-19. The issue of user and data privacy is critical for managers in all businesses. To solve this, SMEs should establish procedures for data collecting, sharing, and analysis and they must ensure that infrastructure is constantly available, systems and personnel support should be here. Following Covid-19, SMEs should rethink their tactics and increase revenue. Because of Covid-19, organizations must create multiple possibilities for future strategic activities. To improve the quality of life in local, national, and global communities, SMEs must take a proactive, integrated approach.

(Marshall & McKay, 2002) According to the findings of this survey, SMEs are not managing their IT endeavours effectively, and they are dissatisfied with the results they are achieving. Inadequate planning, appraisal, and benefits management may have contributed to the notion that firms are not getting good value for money.

RESEARCH QUESTION

How much do micro-enterprises use internet-enabled technology for their commercial operations?

RESEARCH OBJECTIVES

1. To evaluate the digital marketing practices among micro enterprises
2. To know the association between demographic factor and adoption of digitalization

RESEARCH METHODOLOGY

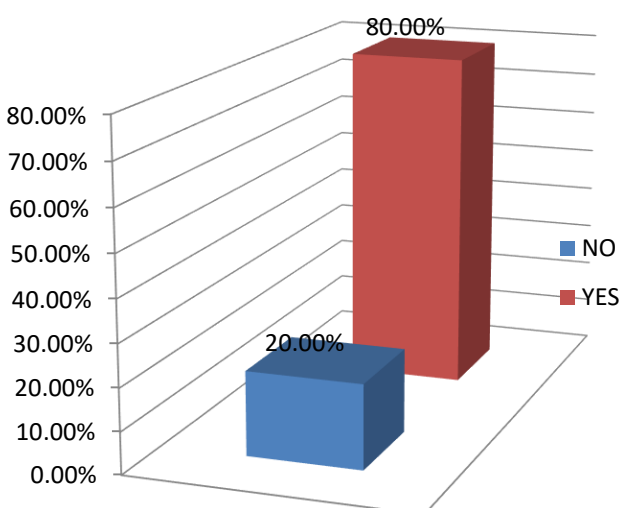
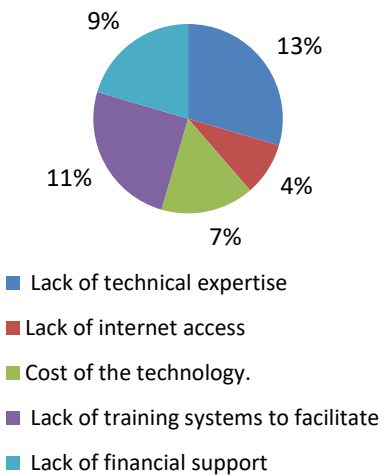
Targeted Population	Micro enterprises
Research Design	Descriptive study was conducted.
Area of study	Study was conducted in Jhansi District
Classification of Area studied	In Jhansi District,
Sample Size	Sample of 200 Micro enterprises was taken for the study.

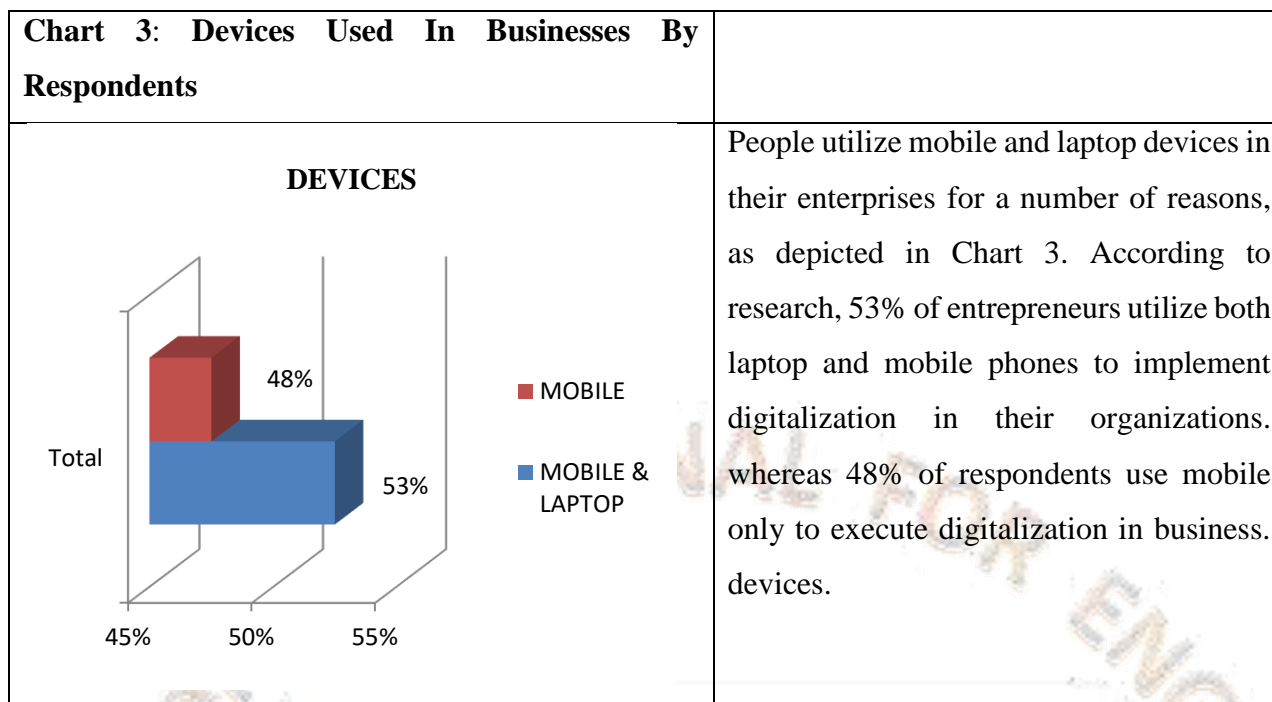
Type of Sampling used	Sampling technique used for the selection of sample out of population of Micro enterprises in Jhansi district was Convenience sampling technique
Data Collection Method	Data collected for the study used both method Primary as well as Secondary method of data collection. Primary data is collected from the entrepreneurs. Primary data is collected with the help of structured interview. Whereas, Secondary data is collected with the help of research paper, Journals, E-magazine etc.
Data collection Tool	Schedule is chosen as the data collection tool for the study. Structured interview is conducted of Entrepreneurs of micro enterprises in Jhansi district with the help of Schedule.
Data Analysis Technique	For the purpose of data analysis ranking in SPSS was performed and descriptive analysis is conducted.

DATA ANALYSIS & INTERPRETATION

Table1: Demographic details

Sr.No	Demography	Category	Frequency (in %)
1.	Type of Sector	Manufacturing	40%
		Service	60%
2.	Education Level	Primary level	0 %
		Secondary level	7%
		Tertiary level	33 %
		Higher education	60%
		Uneducated	0%
3.	Gender	Male	9%
		Female	91%
		Transgender	0%
4.	Age	18-28 Yrs	17%
		29-38 Yrs	43%
		39-48 Yrs	31%
		49-58 Yrs	6%
		Above 59 Yrs	3%

<p>Chart 1: Proportion Of Respondents Using Digitalization</p>	<p>INTERPRETATION:</p>												
<p style="text-align: center;">PROPORTION OF RESPONDENTS USING DIGITALIZATION</p>  <table border="1" data-bbox="121 451 738 955"> <thead> <tr> <th>Response</th> <th>Proportion</th> </tr> </thead> <tbody> <tr> <td>NO</td> <td>20.00%</td> </tr> <tr> <td>YES</td> <td>80.00%</td> </tr> </tbody> </table>	Response	Proportion	NO	20.00%	YES	80.00%	<p>Chart 1 shows that 80% of respondents use digitalization in business practices such as idea generation, after-sales services, promotion, marketing tactics, payment, and so on. In contrast, 20% of respondents said they did not employ digitization in their organizations.</p>						
Response	Proportion												
NO	20.00%												
YES	80.00%												
<p>CHART 2: Reason Behind Not Adoption</p>	<p>INTERPRETATION:</p>												
<p style="text-align: center;">REASON BEHIND NOT ADOPTION</p>  <table border="1" data-bbox="324 1344 706 1816"> <thead> <tr> <th>Reason</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Lack of technical expertise</td> <td>13%</td> </tr> <tr> <td>Lack of internet access</td> <td>4%</td> </tr> <tr> <td>Cost of the technology</td> <td>7%</td> </tr> <tr> <td>Lack of training systems to facilitate</td> <td>11%</td> </tr> <tr> <td>Lack of financial support</td> <td>9%</td> </tr> </tbody> </table>	Reason	Percentage	Lack of technical expertise	13%	Lack of internet access	4%	Cost of the technology	7%	Lack of training systems to facilitate	11%	Lack of financial support	9%	<p>Chart 2, reflect the reason why people are not using digitalization. In which 13% of respondents believe that technical expertise is the most significant barrier in adoption of digital practices. 11% of respondents believe training as a barrier and if entrepreneurs receive periodic training, no one will refuse to accept the technology. 9% of respondents believe that financial assistance is a barrier, 7% respondents found cost of technology as barrier, and 4% believe that internet access is least affecting reason for not adopting technology.</p>
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OBJECTIVE 1: To evaluate the digital marketing practices among micro enterprises

Table 2: Descriptive Statistics				
	N	Mean	Std. Deviation	Digitalization rate
<i>Formulation of marketing strategies</i>	100	.0000	.00000	0%
<i>Monitor Competition</i>	100	.0000	.00000	0%
<i>HR functioning</i>	100	.0000	.00000	0%
<i>Quality control of product/ Services</i>	100	.0100	.10000	1%
<i>Salary Disbursement</i>	100	.0100	.10000	1%
<i>For after sale services</i>	100	.0100	.10000	1%
<i>Work allotment</i>	100	.0400	.19695	4%
<i>Feedback</i>	100	.0400	.19695	4%
<i>Product development</i>	100	.1200	.32660	12%
<i>Interaction with customer</i>	100	.1200	.32660	12%
<i>Idea generation</i>	100	.1700	.37753	17%
<i>promotional activities</i>	100	.2100	.40936	21%

<i>Order procurement</i>	100	.2800	.45126	28%
<i>For documentation</i>	100	.3400	.47610	34%
<i>Making Payment</i>	100	.8700	.33800	87%
<i>None of the activities</i>	100	.2000	.39428	20%

INTERPRETATION: To assess the extent of implementation of digital marketing practices in micro firms. In an enterprises, a variety of activities take place. People nowadays are attempting to execute activities through digitization in order to make their tasks easier. In an enterprise, several activities occur, such as product and service idea generation, product/service development, quality control, marketing strategy formulation, order procurement, promotional activities, after-sales services, monitoring competition, HR Functioning, work allotment, salary disbursement, feedback, documentation, and customer interaction. 87% of microenterprises in Jhansi districts use digitalization in payment methods, while 34% prepare enterprise documents using digital devices. 28% of enterprises place and receive orders from customers via website, whatsapp, or any other digital mode, 21% of them promote their product and services on digital platforms, approximately 17% of microenterprises use technology in idea generation for product and services, 12% of them develop their product and services with the help of digitalization and interact with customers, and 4% of enterprises assign work to employees and workers. 1% of micro enterprises are using digitalization in controlling the quality of product and services, Salary disbursement and in after sale services. 20% of businesses still use old methods of operation rather than embracing technology. None of the respondents are applying digitalization in human resource functions, market strategy formulation, or market monitoring for the types of products and services they deal with.

2. To know the association between demographic factor and adoption of digitalization.

H0: There is no association between demographic factor and adoption of digitalization

Ha: There is an association between demographic factor and adoption of digitalization

Table 3: Chi-Square						Chi- square Value	
		Are you using digitalization		Total			
		Non- Adopter	Adopter				
Age of respondent	18-28 YRS	Count	2	32	34	0.00	
		Expected Count	6.8	27.2	34.0		
	29-38 YRS	Count	10	76	86		
		Expected Count	17.2	68.8	86.0		
	39-48 YRS	Count	20	42	62		
		Expected Count	12.4	49.6	62.0		
	49-58 YRS	Count	6	6	12		
		Expected Count	2.4	9.6	12.0		
	Above 59	Count	2	4	6		
		Expected Count	1.2	4.8	6.0		
	Total		Count	40	160		200
			Expected Count	40.0	160.0		200.0
Education level	Primary	Count	0	0	0	0.00	
		Expected Count	0	0	0		
	Secondary level	Count	4	10	14		
		Expected Count	2.8	11.2	14.0		
	Tertiary Level	Count	18	48	66		
		Expected Count	13.2	52.8	66.0		
	Higher Education	Count	18	102	120		
		Expected Count	18	102	120		
	Uneducated	Count	0	0	0		
		Expected Count	0	0	0		
Total		Count	40	160	200		
		Expected Count	40.0	160.0	200.0		
Gender	Male	Count	32	150	182	0.007	
		Expected Count	36.4	145.6	182.0		
	Female	Count	8	10	18		
		Expected Count	3.6	14.4	18.0		
Total		Count	40	160	200		
		Expected Count	40.0	160.0	200.0		

INTERPRETATION: To find the association between demographic factor like Age, Education and Gender on adoption of digitalization, chi-square test is applied. As shown in table 3, To check the association between demographic factor and adoption of digitalization, chi square test was applied in all the three cases, that means association of digitalization is tested with all the three demographic factors i.e age, education and Gender. In all the three cases P-value is less than 0.05. That indicate there is a association between demographic factors of the respondents and adoption of digitalization in their enterprises that means null hypothesis is rejected and **alternative hypothesis is accepted.**

CONCLUSION

The most important details in creating a successful digital product are to brainstorm innovative product ideas, conduct a brainstorming session among teammates, analyze the ideas, and do in-depth customer research, research on forums, ask questions to customers, analyze other successful products, build a prototype, make a visually appealing product, and complete the product.

The outcome of this study was that majority number of enterprises have restricted themselves to digital payment and documentation and adoption and non-adoption have a association with the demographic factor of the entrepreneur.

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