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# The Impact of Digital Marketing on Small Scale Business in Pune Region

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**ABSTRACT:** As everything is getting digitalized with the help of wisdom and technology, development has been increased. thing of this exploration is to know the impact of digitalization of effects on small businesses. Whether small businesses are getting help through digitalization or not. Digital Marketing brought colourful platforms and tools for online marketing; in this exploration I want to find if those colourful tools are helping in getting profit in business to the businessman. As client's gets towards buying is changing through social media marketing, but are small scale businessman suitable to use the colourful fools for reaching to client and their requirements. Also, in the epidemic did online marketing helped businessman grow their business or not. In what ways did online marketing helped them for their business growth in epidemic. After increase in online marketing utmost of the businesses are getting into world of digitalization for their increase in profit and insure survival of their business in competitive request situation. Online request is getting important point of unborn business growth and survival of businesses. In this wide competition, I would want to find how important and at what position the impact of digital marketing has made easier for both consumers and businessman.

**KEYWORDS:** Digital marketing, internet, online advertising, internet/ online marketing, social media marketing, etc.

## I. INTRODUCTION

Digital Marketing refers to the marketing of any product or service in digital form.

In simple terms, digital marketing is flashing circulated through digital channels like hunt machines, websites, social media, dispatch, and mobile apps. The process of associations championing goods, services, and brands through online media platforms is known as digital marketing. Consumers perform product exploration substantially using digital coffers.

According to marketing perceptivity from suppose with Google, 48 of guests start their quests on hunt machines, while 33 go to brand websites, and 26 of people use smartphone apps. (Digital Marketing's Importance for Small Businesses-Inventive).

Digitalization with the help of wisdom and technology has increased development in every field. Everything is available online from groceries, services to widget sets.

Online Marketing can be done through colourful platforms and tools available ion internet similar as Business WhatsApp, Facebook, websites, etc. Online marketing has changed client's gets towards buying through social media marketing, also small- scale businessman uses the colourful platforms and ways to attract client's attention towards their products, business, for reaching to client and their requirements. In the epidemic numerous start- ups and small- scale businesses have been started using online marketing. This small- scale business is trying to grow their business through these digital marketing using some of the platforms mentioned over. After increase in online marketing utmost of the businesses are getting into world of digitalization for their increase in profit and insure survival of their business in competitive request situation. Online market is becoming important feature of future business growth and survival of businesses. In this wide competition, it's veritably important for businessmen to learn and acclimatize new technologies to be always be in race.

In traditional marketing, businessman used to announce or we can say the marketing of their product were done with help of prints, real- time announcements, bills, flyers and numerous out of-door advertisings. Now as time is passing demand of Digital Marketing is adding because client's sense easy, can compare products at multiple spots online and can buy them from being at one place rather than to visit one by one shop. Large number of guests can be handled at a time fluently in inline marketing than handling large number of guests locally. Also flashing encyclopedically would help in growth of business more than advertising locally which would directly help to grow our frugality. But it's demanded to see if guests and marketers are suitable to understand and use services and tools fluently.

### **NEED OF THIS RESEARCH:**

As Digital/ Online Marketing is adding through this exploration I've tried to find its impact on small scale business.

The sample collected for this study would be from any small scale or start- up Businessman who has formerly done perpetration of Digital Marketing on their business or are on the way to apply digital marketing on their business.

This study would be deduced from primary data by giving questionnaires to Individual through check.

### **OBJECTIVES:**

The Study aims at achieving the following objects:

- To assay goods of Digital marketing on small- scale business.
- To assay which tools are used by businessmen for growth of their business.
- To assay whether in small scale business digital marketing is helping to reach their targeted guests.
- To study whether digital marketing is full filling the requirements and conditions of targeted guests of small- scale business.

### **HYPOTHESIS:**

H0: Digital Marketing with their tools and platforms used for online marketing have helped small- scale business to grow their business profitably.

H1: Digital Marketing with their tools and platforms used for online marketing haven't helped small- scale business to grow their business profitably.

### **DATA COLLECTION:**

According to Google description, Data collection is a process of collecting information from all the applicable sources to find answers to the exploration problem, test the thesis and estimate the issues.

Data collection styles can be divided into two orders:

- Primary styles of data collection and Secondary styles of data collection.
- Data collected for this exploration is of primary data collection type. Questionnaires system is used for primary data collection.

### **PRIMARY DATA COLLECTION:**

According to Google description, Primary data is the type of data that has not been around ahead. Primary data is unique findings of your exploration. Primary data collection and analysis generally requires further time and trouble to conduct compared to the secondary data exploration.

Primary data which have been collected then's in Questioners type.

Checks have been taken through google forms and data has been collected.

### **SECONDARY DATA COLLECTION:**

According to Google description, Secondary data is a type of data that has formerly been published in books, journals, magazines, journals, online doors etc. There's a cornucopia of data available in these sources about your exploration area in business studies, nearly anyhow of the nature of the exploration area. thus, operation of applicable set of criteria to elect secondary data to be used in the study plays an important part in terms of adding the situations of exploration validity and trustability.

## **II. LITERATURE REVIEW**

According to DAN INSTITUTE blog, Digital marketing acted as a lifeboat for small businesses in 2022. Companies with digital marketing results set up themselves in a situation of development and demand. Every business, understanding the significance of digital marketing, decided for digital results.

In this blog it's understood that Digital/ online marketing is veritably useful for small businessmen in 2022. It helped them in development of them business.

According to author Byron Redhead inFIRSTPAGE.com.au. There's no mistrustfulness that utmost guests use the internet to find the products and services they need. In fact, a Google check from 2019 set up that 51 of online shoppers say they use the hunt machine to exploration purchases before deciding to commit. By using digital marketing tactics to increase your brand's visibility in hunt results and spread mindfulness across the rest of the internet, you can

lead targeted consumers straight to your website. With an approach that outperforms the competition, achieving a flourishing small business is within your reach.

By this composition it's understood that internet has given a great benefit to small-scale businessmen for their development of business.

According to Rajiv Kaushik Prof. Department of Management Studies Vaish College of Engineering, Rohtak, Haryana (India) in researchgate.net publication, the fact is this digital marketing has tremendous eventuality to increase in deals handed businesses should have knowledge to apply it in right way. Benefits like increased brand recognition and better brand fidelity can be gained by effective digital media plan. Digital marketing crusade help in reduction in costs, boost in inbound business and more ranking in hunt machines.

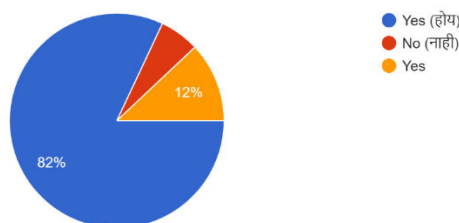
By this it's understood that, proper knowledge of digital marketing is needed and to be used in proper and right way for betterments of their business.

#### QUESTIONNAIRES TO COLLECT DATA FOR RESEARCH:

1. Do you use online/ digital marketing for your business?  
तुम्ही तुमच्या व्यवसायासाठी ऑनलाइन/डिजिटल मार्केटिंग वापरता का?
2. How numerous times have you been running your business?  
तुम्ही तुमचा व्यवसाय किती वर्षांपासून चालवत आहात
3. What platforms do you use for selling your business online?  
तुमच्या व्यवसायाचे ऑनलाइन मार्केटिंग करण्यासाठी तुम्ही कोणते प्लॅटफॉर्म वापरता?
4. Do these tools help in reaching targeted guest's conditions?  
ही साधने लक्षित ग्राहकांच्या गरजा पूर्ण करण्यात मदत करतात का?
5. Has digital marketing bettered your rate?  
डिजिटल मार्केटिंगमुळे तुमचे गुणोत्तर सुधारले आहे का?
6. What was your income rate BEFORE digital marketing (monthly)?  
डिजिटल मार्केटिंग (वार्षिक) आधी तुमचे उत्पन्नाचे प्रमाण काय होते?
7. What was your income rate AFTER digital marketing (monthly)?  
डिजिटल मार्केटिंग (वार्षिक) नंतर तुमचे उत्पन्नाचे प्रमाण काय होते?
8. What impact does digital marketing have on your business?  
डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर काय परिणाम होतो?
9. During Covid times, has digital marketing impacted your business in good way?  
कोविड काळात, डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर चांगला परिणाम झाला आहे का?
10. During Covid times, how did digital marketing help your business grow?  
कोविड काळात, डिजिटल मार्केटिंगमुळे तुमचा व्यवसाय वाढण्यास कशी मदत झाली?

#### ANALYSIS OF DATA COLLECTED:

Do you use online/ digital marketing for your business? तुम्ही तुमच्या व्यवसायासाठी ऑनलाइन/डिजिटल मार्केटिंग वापरता का?  
50 responses

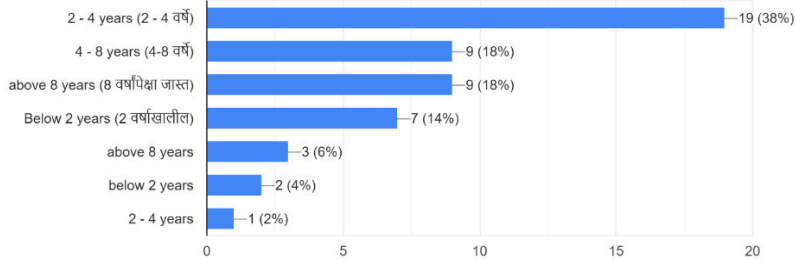


Q1.



How many years have you been running your business? तुम्ही तुमचा व्यवसाय किती वर्षांपासून चालवत आहात?

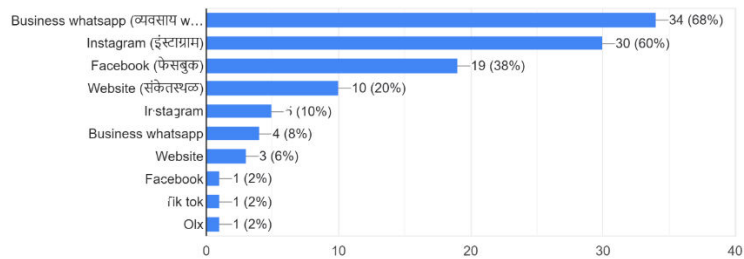
50 responses



Q2.

What platforms do you use for marketing your business online? तुमच्या व्यवसायाचे ऑनलाइन मार्केटिंग करण्यासाठी तुम्ही कोणते प्लॅटफॉर्म वापरता?

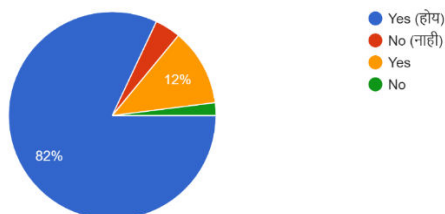
50 responses



Q3.

Does these tools help in reaching targeted customers requirements? ही साधने लक्षित ग्राहकांच्या गरजा पूर्ण करण्यात मदत करतात का?

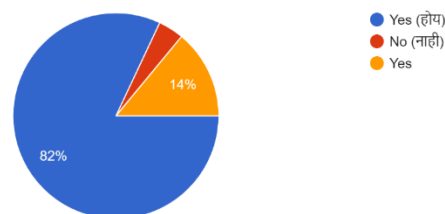
50 responses



Q4.

Has digital marketing improved your ratio? डिजिटल मार्केटिंगमुळे तुमचे गुणोत्तर सुधारले आहे का?

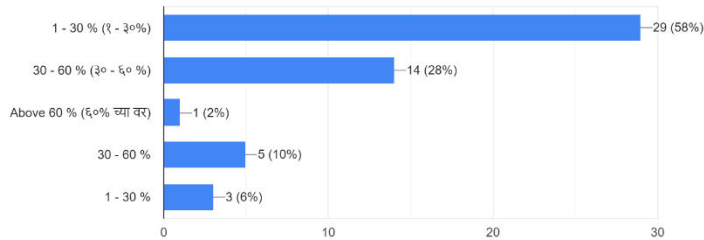
50 responses



Q5.

What was your income ratio BEFORE digital marketing (yearly)? डिजिटल मार्केटिंग (वार्षिक) आधी तुमचे उत्पन्नाचे प्रमाण काय होते?

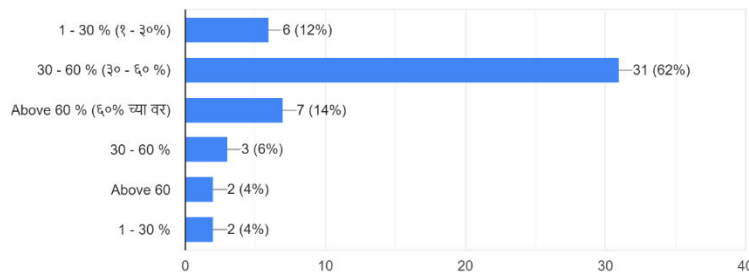
50 responses



Q6.

What was your income ratio AFTER digital marketing (yearly)? डिजिटल मार्केटिंग (वार्षिक) नंतर तुमचे उत्पन्नाचे प्रमाण काय होते?

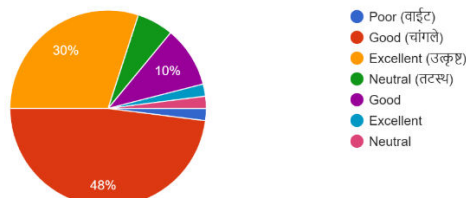
50 responses



Q7.

What impact does digital marketing have on your business? डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर काय परिणाम होतो?

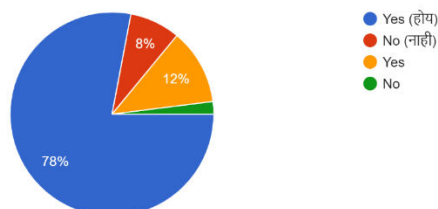
50 responses



Q8.

During Covid times, has digital marketing impacted your business in good way? कोविड काळात, डिजिटल मार्केटिंगचा तुमच्या व्यवसायावर चांगला परिणाम झाला आहे का?

50 responses



Q9.

Q10. During Covid times, how did digital marketing help your business grow?

कोविड काळात, डिजिटल मार्केटिंगमुळे तुमचा व्यवसाय वाढण्यास कशी मदत झाली?

According to this descriptive question out of 50 repliers 16 responses are as follows:

- Because of digital marketing it allows me to boost the business website and online instruction, by making our classes more visible and accessible to a wider range of scholars who are formerly searching for this service.
- Due to covid people are more familiar with digital platform and it help us to make a pace in business through

digital marketing.

- Take online orders
- By reaching out to people online rather than physically
- The New client get online details regarding my product and they can suitable to reach me
- Business Running Easily
- My business has grown extensively because all are taking online products that time
- It was a good medium to reach people. Covid was a delicate phase for everyone. People preferred staying in, indeed after the lockdown was lifted. In these times, when people were reticent to indeed step outdoors, digital marketing helped in reaching them in their homes.
- Digitalization helped in reaching guests indeed in epidemic and was easy for guests to do their shopping.
- During covid period, peoples used to avoid to go outdoors so physical marketing isn't at each useful and it Directly affect the profit periphery so digital marketing helped us a lot to grow the business.
- By Creating a paid advertising crusade on social media platforms similar as Facebook and Instagram can be largely targeted to reach people within a specific geographical area, from specific age groups and with interests relating directly to our brand.
- To reach out large number of people
- It helped to announce my business online.

#### FINDINGS:

- It's set up that effect of digital marketing on small- scale business is in good manner. Question fifth, sixth, seventh, eight, nine from questioner countries digital marketing is helping small- scale businessmen to grow profit in their business.
- Tools similar as Business WhatsApp, Facebook, Instagram, Websites and other tools are used by businessmen for growth of their business. Question third from questioner countries digital marketing is done with help of these tools platforms and these tools are helping small- scale businessmen to grow profit in their business.
- It's set up that in small scale business digital marketing is helping to reach their targeted guests. Question fourth, fifth, sixth, seventh, from questioners' countries digital marketing with help of tools small- scale businessmen are suitable to grow profit in their business.
- It's set up that digital marketing is full filling the requirements and conditions of targeted guests of small- scale business. Question third, four, fifth, sixth, seventh, eighth, ninth, tenth from questioners countries digital marketing with help of tools similar as Business WhatsApp, Facebook, Instagram, Websites and other small-scale businessmen are suitable to full filling the requirements and conditions of targeted guests, grow profit in their business and overall growth of their business.
- It's set up that null thesis (H0) proven right with help of this exploration.

#### III. CONCLUSION

In this exploration it's set up that Digital/ online marketing has bettered growth in overall business of small-scale businessmen similar as growth in profit, selling their products online, connecting to guests through online platform etc. colourful tools platforms similar as Business WhatsApp, Facebook, Instagram, Websites and other are used for selling their business online. Digital marketing is helping small- scale businessmen in fulfilling requirements demand of targeted client. Impact of digital marketing on small- scale business is set up positive that's Digital Marketing with their tools and platforms used for online marketing have helped small- scale business to grow their business profitably.

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