



A STUDY ON IMPLEMENTATION AND EFFECT OF DIGITAL MARKETING IN SMALL RETAIL BUSINESS IN COIMBATORE CITY

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Abstract: The field of marketing has undergone a metamorphosis due to digital technology, treating business operators to a growing decency of interacting and communicating with their customers. All in all, this is the case in which small retail operators have diversified losses through cost-effective strategies centred on attracting customers and hence mounting their revenues too. The article discusses the strategies and results methodically by offering the environment pertaining to the operation of a small retail business in the City of Coimbatore and its dependence on the ethics encompassing digital marketing. This was approached by the use of mixed methods. The study included questionnaire and deep-structured interviews in which data were collected from 100 customers, small business owners, and employees. The shop Porsche was the instance in question where such marketing activities were implemented. The Internet, email marketing, social media marketing, and SEO were discovered dominating overbearingly on this subjects for the embodiment of the digital. The findings give insight into the establishment of the body of knowledge on digital marketing for small retail businesses. The research establishes the challenges and the opportunities small retail businesses face in reference to digital strategies. The conclusions emphasize that such well-crafted digital marketing strategies become the backbone of small retail businesses.

Introduction: The marketing domain found a mighty transformation because of the online technologies, presenting a change in the behaviour of business operators toward a polite going of making relationships and communicate with customers. This is when small retail businesses went about provoking losses by means of the cheaper schemes laid in front, by pulling in customers and thereby increasing the revenue report of the enterprise. In this article we discuss those strategies and results in workable style while also creating a habitat for operation in a small retail store in Coimbatore where beliefs in digital marketing are considered pertinent. A very mixed method was used for this study which included questionnaires and encyclopaedic interviews. Questions were directed to 100 customers, small business owners, and their employees. The store Porsche was used as an example in the competition of events. From the set of actions marked in the stimulation, Internet, email marketing, social media marketing, and SEO matched up as the emerging domains of the digital. This study excelled in building some knowledge to serve small retail businesses in the implementations of digital marketing. The study had known about some of the challenges and opportunities for small-scale retail settings through discussions and conclusions in the place of digital strategies. While it was concluded through that digital strategies info amalgamation lead would be the very essence of Dakshina little to compromise specification standards.

Industry profile: Digital marketing is all about using the internet and whatsoever digital methods, such as mobile phones, personal computers, and other electronic media, to advertise goods and services. Online marketing strategies now involve pushing forwards a brand's name or product through technology-use tools that did not fall under the Internet medium but are now utilized according to the Internet rules. For them, it really means digital marketing.

History: Technology progress and digital marketing development are interlinked because when Ray Tomlinson sent an email in 1971, it was one of the first significant occurrences. It established a foundation for sending and receiving information across various computer systems. Then, because of their huge storage capacity, computers already kept huge amounts of consumer data by the 1980s. This trend supported the further rise of database marketing instead of that shabby address list broker. The databases changed the buyer-seller relationship by helping businesses to keep track of their customers' information.

Need of the study

- Implementation and effect of digital marketing in a small retail business is an individual's point of view in digital marketing, especially in small business.
- It helps to find a way to increase sales online via digital marketing. This study will help in reducing unwanted methods of online marketing and give better suited and more attractive methods of digital marketing for customers in Coimbatore.

Scope of the study This study focuses on finding out the reaction of digital marketing of small businesses. This study also finds out the buying behaviour factors in online and normal shopping that helps to study the interest of customers. Further, this study comes up with suggestions that help to improve better digital marketing campaigns, especially for small businesses.

Objectives of the study

- To examine effective brand presence on the internet.
- To examine the way to find customer attraction.
- To compare digital marketing with traditional marketing.

Limitations of the study

- Digital Marketing Research is never 100% accurate. In any research, there are usually limitations and digital marketing research is certainly no exception because of many reasons why accuracy can be affected.
- In this study, vast areas are not covered in the Chennai region.
- Due to covid restriction, some of the organisations were not allowed to take survey questionnaires.
- Some of the respondents did not take the time to fill the questionnaire

RESEARCH METHODOLOGY

Research design

In this study, Descriptive Research Design is used in research topic.

Sampling Technique

The method of sampling technique adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on digital marketing Industry in Coimbatore City.

Methods of the study

Data are gathered from both primary and secondary sources of information. The questionnaire is the source of collecting primary data and the secondary data are collected from various books, journals, websites.

1.Primary data – This is the original data that's used or taken from first instance and not in use by a person earlier, and there is a variety of sources of this primary data using which the needed information can be gathered. Having collected the necessary primary data; a well-planned structured questionnaire was prepared all the necessary required information useful in the study can be gathered via google form. I had set of 20 questions and asked the respondents to give the proper information's via google forms.

2. Secondary data – secondary data is a type of data that has been collected in the past. It includes various information's from books, websites etc.

Analysis Tool:

- Correlation Analysis.
- Anova

Analysis and Interpretation:

Correlation

Showing Correlation of between region and Will Buy Products of Local Shops in Online Platform

	Location	Will Buy Products of Local Shops in Online Platform
Location	Pearson Correlation	0.13
	sig. (2-tailed)	0.015
		0.015
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Interpretation: The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

Showing Correlation of region and Satisfied with Advertising in Blog.

	Location	Satisfied with Advertising in Blog
Location	Pearson Correlation	.85
	sig. (2-tailed)	.036
		.80
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Interpretation: The p-value is 0.036 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.

ANOVA

H0 (Null Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

H1 (Alternate Hypothesis): There is no significant difference between Are you Satisfied with Digital Marketing and region.

Showing ANOVA of Are you satisfied with Digital Marketing and region.

	Sum of squares	df	Mean square	F	Sig.
Between group	8.351	3	2.784	3.1	.047
Within group	169.072	127	1.331	36	
Total	177.423	130			

Interpretation: The p-value is 0.047 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference Are you satisfied with Digital Marketing and region

Showing ANOVA of Showing Ecommerce Shopping Better than Offline Shopping and Occupation

H0 (Null Hypothesis): There is no significant difference between of Ecommerce Shopping Better than Offline Shopping and Occupation

H1 (Alternate Hypothesis): There is a significant difference of Ecommerce Shopping Better than Offline Shopping and Occupation.

	Sum of Squares	df	Mean square	F	Sig.
Between group	33.175	5	6.635	2.617	.028
Within group	314.394	124	2.535		
Total	347.569	130			

Interpretation: The p-value is 0.028 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Ecommerce Shopping Better than Offline Shopping and Occupation.

Findings

- The p-value is 0.015 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference location and Satisfied with Advertising in Blog.
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Suggestions

- Many customers have suggested reducing the cost of online charges.
- Also, many customers are interested in cash on delivery.
- Many people are using internet and online shopping to target them with tailored digital ads.
- Many people liked ads in video format, publishing ads in video format reaches more people.
- Digital marketing influence buying behavior, easily attract that people with right kind of ads to right person in digital marketing
- More people are willing to buy products from local stores online, marketing with the help of digital marketing can achieve more.

Conclusion: Digital channels in marketing have become an essential part of strategy of many companies. Nowadays, even for small business owners there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Companies can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote the company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Digital marketing results won't also come without an attempt, without trial (and error). Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

Website:

<https://mailchimp.com/marketing-glossary/digital-marketing/>

<https://www.salesforce.com/marketing/what-is-digital-marketing/>

<https://digitalmarketinginstitute.com/blog/what-are-the-most-effective-digital-marketing-strategie>

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Research Through Innovation