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PERCEPTION AND ATTITUDE OF SMALL & MEDIUM SCALE ENTERPRISES (SMEs) TOWARDS DIGITAL MARKETING IN VADODARA CITY

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Abstract :

The goal of this project is to find out the perception and attitude of SMEs towards Digital Marketing in Vadodara City. Keeping in mind the covid and digitalization era we conducted the survey.

Had one-to-one interaction with the owners and managers of SMEs to understand more about their behavior. Digital Marketing is known for connecting brands to consumers through multiple platforms like Google, Instagram, Twitter, Linked In, Facebook, Pinterest.

The SME sector plays an important part in the modern era. The vital contribution of SME in economic development and socially beneficial led to the consideration of the SME sector as a field in strategic interest.

Keywords: Digital Marketing, SMEs

I. Introduction :

In this present Scenario, digital marketing has changed the perception and behavior of customers towards purchasing products. The customer engages in analyzing services and products which are promoted online and make purchasing decisions based on available online information. Various companies hire digital marketers to help businesses to make their brand presence feel in the global market and reach consumers globally. With the implementation of digital marketing in SMEs it has helped these small organizations to promote their products and services to targeted audiences and

build their digital reputation. Small Businesses at their earlier stage focus on how to get their first group of customers. They rely on traditional forms of advertising. Digital Marketing gives small business, no matter how new a vast overlooked marketplace.

II. Objective :

The objectives of the study are as follows:

To understand the Perception and attitude towards digital marketing by SMEs

To identify the level of satisfaction of SMEs in digital marketing over the years and expansion via. Digital marketing.

To identify the amount of willingness in budget allocation by SMEs in digital marketing.

III. Research Methodology :

Primary data.

This data was collected by conducting a survey through a questionnaire, observation & interaction with the SMEs.

Sample size

The data will be collected from 57 respondents in Vadodara with the ownership of their enterprise as Small and Medium Scale.

Research Design

Research Design is Exploratory-cum-Descriptive.

Sample Selection

Sample selection has been done through simple random sampling.

STATISTICAL TOOLS USED

The collected data were tabulated and analyzed by using the SPSS package (Statistical Package for Social Sciences). It includes the following analysis namely, Chi-Square analysis, Percentage method, diagrams, pie charts and tables.

Tools of Analysis

1. Questionnaire
2. Percentage Analysis

IV. LITERATURE REVIEW

This reveals the study conducted by previous research of authors which is similar to our present study. There is a comprehensive discussion on theoretical and practical studies done in reference to soft drinks.

Heini Maarit Taiminen 2015 in his paper stated that SMEs seem not to use the full potential of new digital marketing tools ,so not deriving benefit from the digital marketing opportunities they provide.

Mia Musso, 2017 in his study reveals that people over the age group of 50 use emails more than Instagram, they still have social media Perception and Attitude on Digital Marketing among SMEs presence.

Sandy Kosasi, Vedyanto, 2017 his research concludes that digital marketing strategy can quickly improve the capability to adapt every hindrance found in businesses of MSMEs. It is seen that digital marketing supports organizational agility by mastering the innovation in social media technology

Kati McKeon , 2016 this research concludes that there is awareness of utilising online marketing. Technology is ever evolving, SMEs should take the advantage by sourcing time and cost effective methods to engage with online consumers.

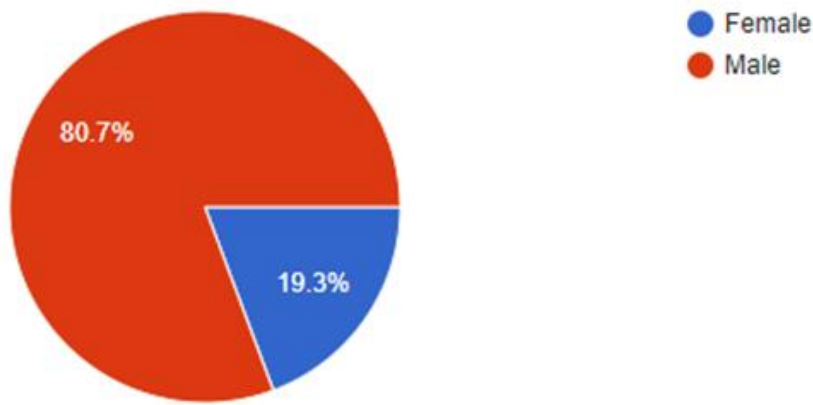
Aries Kurniawan, Suwarno, Beni Dwi Komara, Ismi Rajani, Agus Prasetva 2019 Entrepreneurs are running their business in traditional ways only and SMEs have not utilised the technologies not for marketing or else for preparing financial Statement. The reason behind this is they have not received training from agencies to improve their ability to run the business.

Wendy Ritz, Marco Wolf, Shaun McQuitty 2018 Researchers came up with a conclusion that Small businesses found less likely to be involved in digital marketing in comparison to large businesses.

Data Analysis and Interpretation

Q.1 Gender

- a . Male b. Female

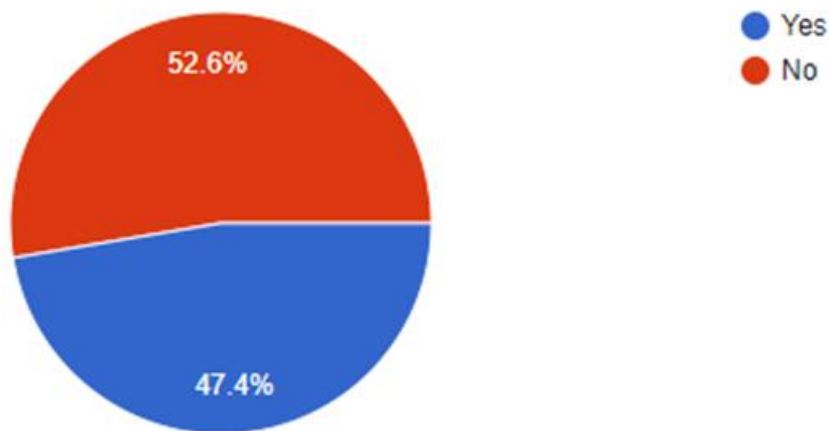


INTERPRETATION:

The above table shows that 80.7 % of respondents are male and 19.3% are females.

Q.2 Do you have a facebook and instagram page for your business?

- a. Yes
- b. No

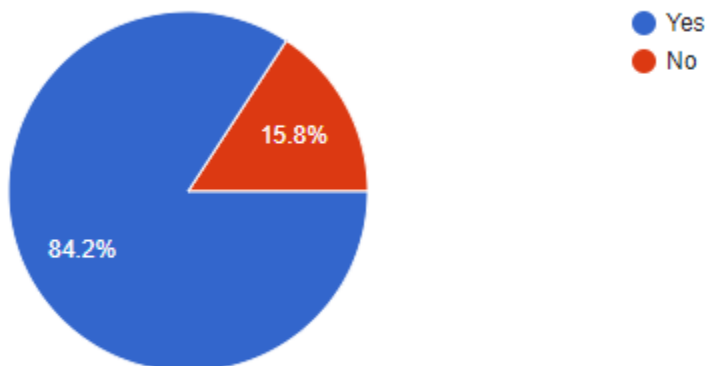


INTERPRETATION:

Majority of the businesses don't have facebook and instagram pages. i.e 47.4% businesses have while 52.6% don't have.

Q.3 Are you aware of what is Digital Marketing?

- a. Yes
- b. No

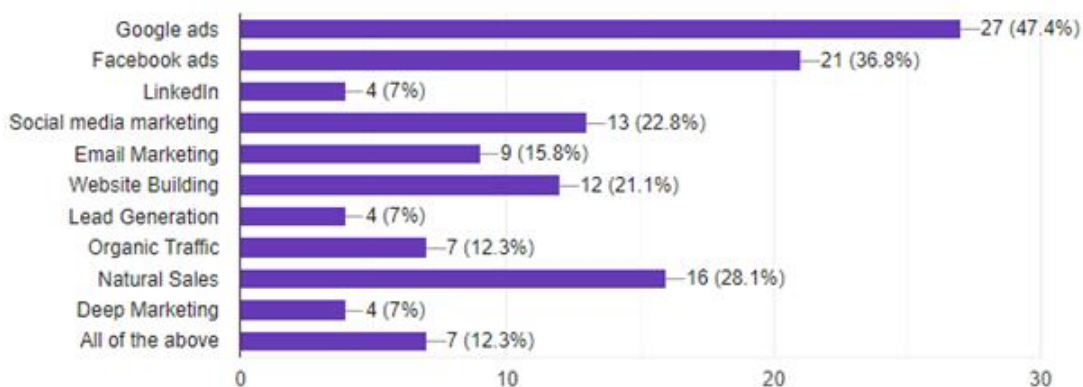


INTERPRETATION:

The table shows that 84.2% SMEs are aware about what is digital marketing. On the other hand, 15.8% is not aware about digital marketing.

Q.4 According to you, which are the best ways to do digital marketing (Online Presence) for your business?

- a. Google Ads
- b. Facebook Ads
- c. Social Media Marketing
- d. Email Marketing
- e. Website
- f. Lead Generation
- g. Organic Traffic
- h. Content Marketing
- i. Natural Sales
- j. Deep Marketing
- k. All of the Above

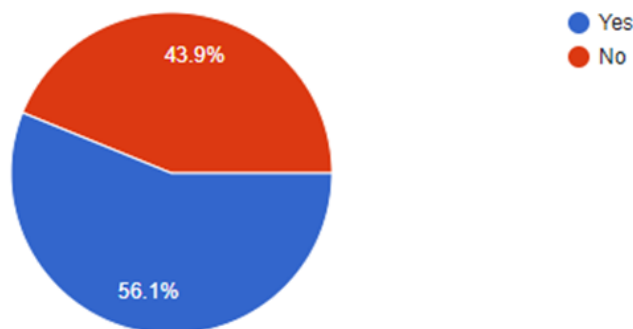


INTERPRETATION:

According to SMEs the best way to do digital marketing is - 47.4% thinks Google ads is the best, 36.8% says facebook ads, 28.1% says Natural sales i.e. Traditional marketing, 22.8% says social media marketing, 21.1% says website building. While 15.8% says email marketing is good, 12.3% says website building and all of the above options are best 7% says lead generation, deep marketing, LinkedIn ads are the best.

Q.5 Have you ever come across a business that uses digital marketing for increasing its brand awareness?

- a. Yes
- b. No

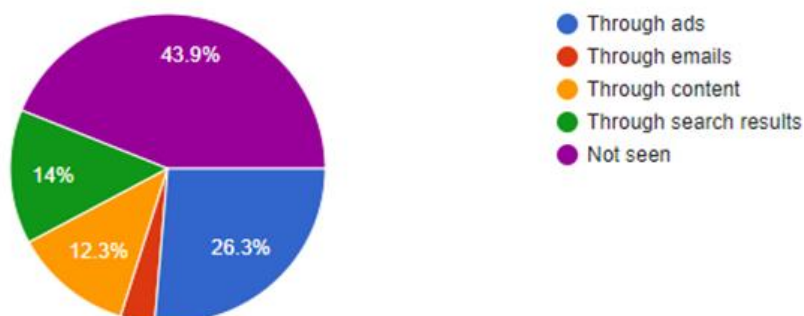


INTERPRETATION:

56.1% of businesses came across digital marketing for increasing its brand awareness. 43.9% have not come across digital marketing for increasing its brand awareness.

Q.7 In accordance with the above questions, where have you seen it?

- a. Through ads
- b. Through emails
- c. Through content
- d. Through Search Result
- e. Not seen
- f. Other _____

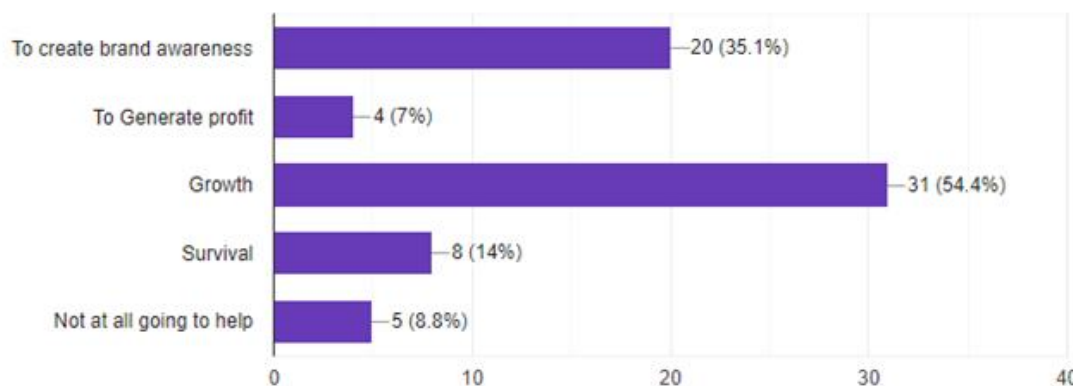


INTERPRETATION:

The table shows that 43.9% not seen, 26.3% through ads, 14% through search result, 12.3% through content and 3.5% through emails.

Q.8 In your opinion, how can digital marketing help you to build your brand?

- a. To create brand awareness
- b. To generate profit
- c. Growth
- d. Survival
- e. Not going to help

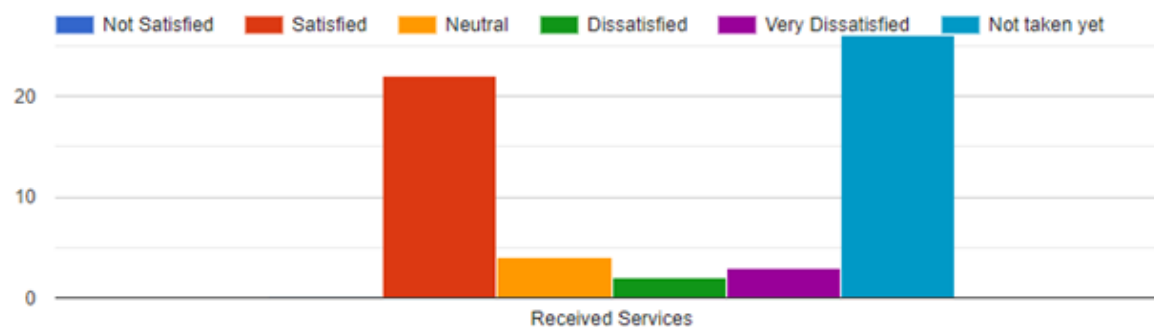


INTERPRETATION:

54.4% growth , 35.1% to create brand awareness , 14% survival , 8.8% not at all going to help , 7% to generate profit.

Q.9 In case you have tried digital marketing by hiring a digital marketer or freelancer, are you satisfied with the service or results?

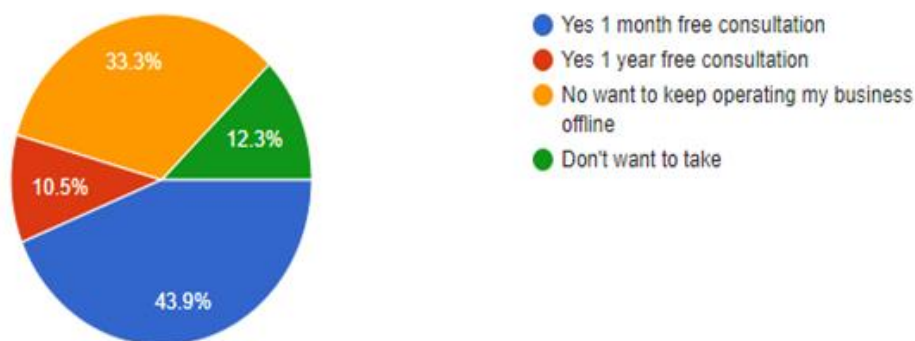
- a. Not Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Very Dissatisfied
- f. Not taken yet



INTERPRETATION: 26 not taken yet, 22 are satisfied, 4 neutral, 3 very dissatisfied, 2 dissatisfied.

Q.10 Would you like to get a free consultation at zero cost for 1 month or 1 year on how digital marketing can upscale your business?

- a. Yes, 1 month free consultation
- b. Yes, 1 year free consultation
- c. No, want to keep operating my business offline
- d. Don't want to take

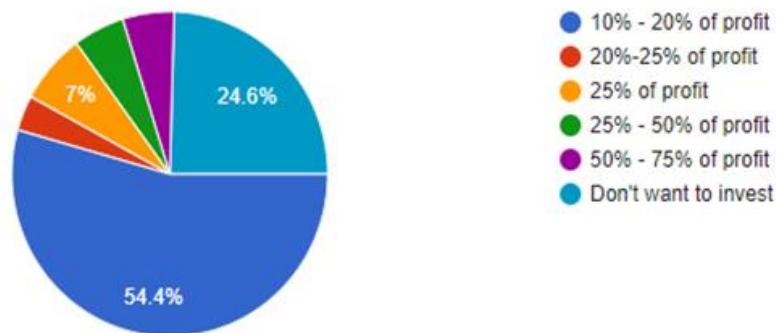


INTERPRETATION:

43.9% Yes 1 month free consultation, 33.3% no want to keep operating my business offline, 12.3% don't want to take, and 10.5% yes 1 year free consultation.

Q.11 How much budget would you like to allocate for your brand to upscale through digital marketing?

- a. 10-20% of profit
- b. 20-25% of profit
- c. 25% of profit
- d. 25-50% of profit
- e. 50-70% of profit
- f. Don't want to invest

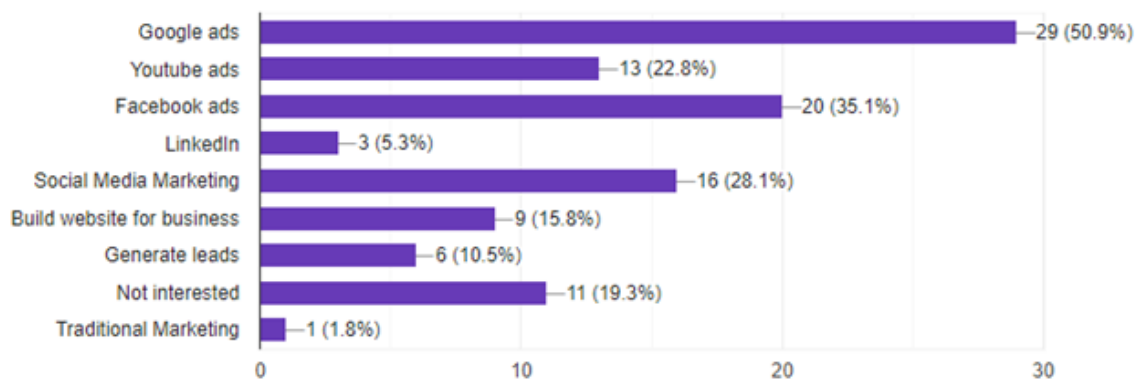


INTERPRETATION:

54.4% wants to allocate 10%-20% of profit on digital marketing , 24.6% don't want to invest, 7% want to allocate 25% of profit, 5.3% 50-75% of profit and 25-50% of profit, 3.5% want to allocate 20-25% of profit.

Q.12 Digital Marketing is on-trend. What services would you like to take for your business to grow? (Today or in near future)

- a. Google ads
- b. Youtube ads
- c. Facebook ads
- d. Social Media Marketing
- e. Build website for business
- f. Generate leads
- g. Other _____
- h. Not interested now

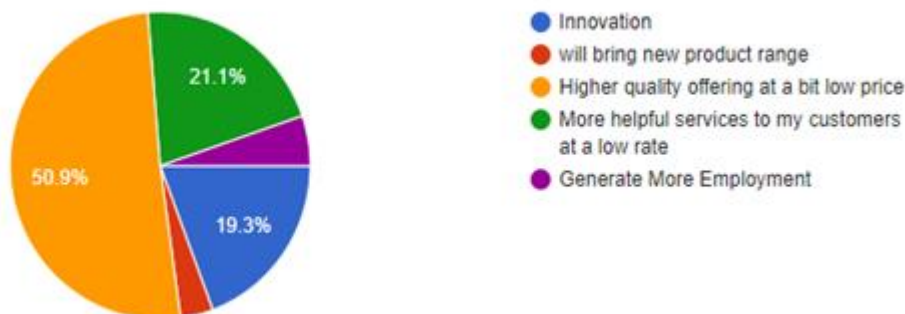


INTERPRETATION:

50.9% wants to take Google ads as a service , 35.1% wants to take facebook ads, 28.1% wants to try Social Media Marketing, 22.8% wants to focus on YouTube Ads, 19.3% is not interested in taking anything , 15.8% wants to build website for business , 10.5% want to generate leads , 5.3% wants to take LinkedIn ads as a service, 1.8% wants to do Traditional Marketing.

Q.13 What if I promote your brand through digital marketing, what benefits you would like to give to society?

- a. Innovation
- b. Will bring new product range
- c. Higher quality offering at a bit low price
- d. More helpful services to my customers at a low rate
- e. Generate more employment

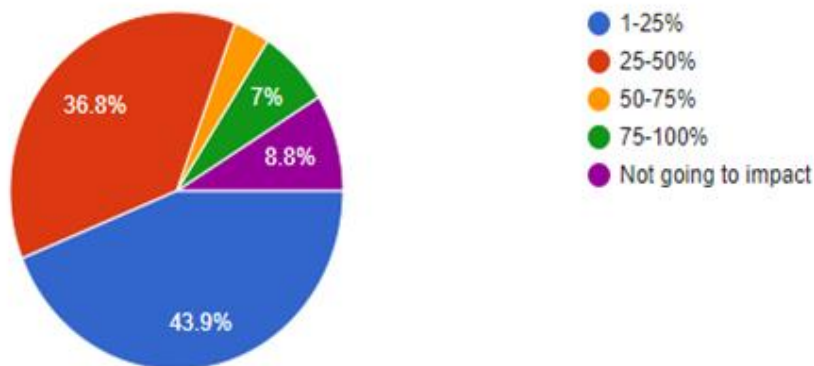


INTERPRETATION:

50.9% businesses wants to give higher quality offering at a bit low price as an benefit towards society , 21.1% wants to give more helpful services to my customers at a low rate, 19.3% wants to provide something Innovative, 5.3% wants to generate more employment , 3.5% wants to bring bring new product range.

Q.14 Assume for a second, in case your business has started online how much it will be going to impact your revenue?

- a. 1-25%
- b. 25-50%
- c. 50-75%
- d. 75-100%
- e. Not going to impact

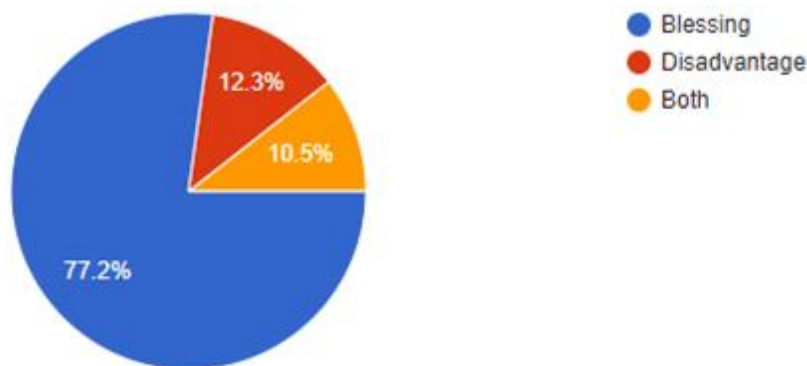


INTERPRETATION:

Majority of SMEs have the same percentage i.e. 43.9% businesses said they can increase revenue by 1-25% , 36.8% businesses said they can increase revenue by 25-50% , 8.8% businesses said it is not going to impact, 7% business said they can increase it by 75-100% , rest 3.5% said they can increase their revenue by 50-75% if they do digital marketing.

Q.15 After seeing the current scenario (covid), what do you think that digital marketing (online presence) is a blessing for business or not?

- a. Blessing
- b. Disadvantage
- c. Both

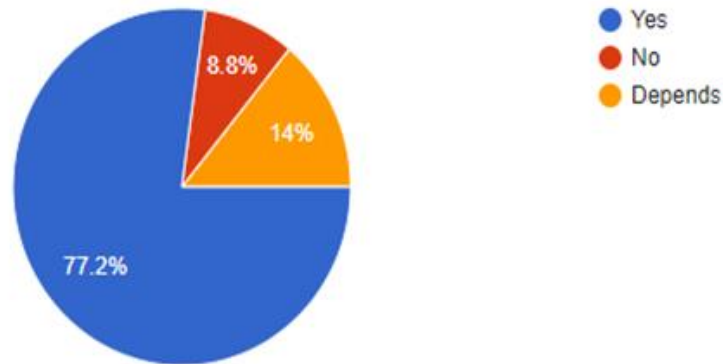


INTERPRETATION:

After seeing the current scenario SMEs came across the fact that digital marketing is a blessing. 77.2% of SMEs think digital marketing is a blessing while 12.3% say digital marketing is a disadvantage for them, rest 10.5% say digital marketing is both a blessing and disadvantage depending on the time being.

Q. 16 Do you personally believe that digital marketing will give you more benefit than your competitors? (if you try digital marketing for your business)

- a. Yes
- b. No
- c. Depends



INTERPRETATION:

77.2% people believe digital marketing will give more benefit in comparison to their competitors. 14% believe it depends totally on who is our competitor, 8.8% believe they won't be benefitted in comparison to their competitor if they try digital marketing.

FINDINGS:

The benefit to the study for the researcher is that it helps to gain one to one experience of SMEs preferences.

This study is very significant for the marketers as well as owners in this competitive era where very few are taking advantage of digitalization.

This study is designed to provide accurate and valuable information in regard to the subject matter core red.

CONCLUSION:

SMEs are aware about digital marketing. Most of the SMEs have not taken digital marketing services. And those who have taken it are not much satisfied. But they are really interested in growing their brand via. Digital marketing that can be seen from the free consultation. In digital marketing SMEs trust Google ads more than any other marketing platform. Few of them are getting good quality customers through organic search results. On the other hand, the retail sector is finding difficulty in their sales because of cut throat competition in the online market. It has been observed that SMEs have spent some amount of money in getting online traction via. India mart, just dial and rest of the paid platforms for a few time. SMEs want long term growth with the help of digital marketing. They are ready to allocate 10-20% of their profit in digital marketing. SMEs also want to offer good quality offerings at a low price. They believe that if they spend some money probably 1-25% of their profit will get increased. Digital Marketing is a blessing according to SMEs. SMEs can get ahead of their competition by taking help from digital marketing.