

# NEED AND KNOWLEDGE OF DIGITAL MARKETING AMONG SOLE ENTREPRENEURS

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## **Abstract**

Digital marketing has evolved into a compelling platform for the transformation of the so-called knowledge society. More up-to-date information is needed to make paradigms and timely decisions. Advanced digital technology is helping developing countries become more involved in digital marketing.

**Keywords :** Digital Marketing, Online Marketing, Blogging, Social Media, Mobile Apps, E-marketing

## **Introduction**

Digital marketing is also known as online marketing. Marketing is a mature methodology, rules are constantly changing, and companies need to develop new rules. More up-to-date information is needed to make paradigms and timely decisions. Marketing Role In business development, it is intact and intact in the way it is carried out. The revolutionary changes influenced by the contribution of advanced technology and the dissemination of knowledge of digital technology that is no longer physical are happening too virtually. It has evolved into a compelling platform for the transformation of the so-called knowledge society. The result is interactions in social, economic and political life around the world. Advanced digital technology is helping developing countries become more involved in digital marketing. Digital marketing is as follows.

Types of Digital Marketing: -

- Blogging

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- Social media platforms
  - Email
  - Online video
  - Mobile apps
1. **Blogging:** A blog is a discussion or information website published on the World Wide Web consisting of discrete, often informal diary-style text entries.
  2. **Social media platform:** social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, interests,
  3. **Email:** Electronic is a way to exchange messages between people who use electronic devices. In the 1960s, email usage was restricted, but users could only send to of the same type of user. computer. Some systems also support some form of instant messaging for senders and recipients. Must be online at the same time.
  4. **Online Video:** Online video is a common field dealing with digital broadcasts. Video on the internet. Internet video3o comes in several formats, the most notable is MPEG4 AVC. AVCHD, FLV, MP4 are various online video hosting services. Not only YouTube, but also Vimeo, Twitch, YouTube.
  5. **Mobile apps:** Mobile apps (also known as mobile apps or simply applications). A computer program or software application designed to run on mobile devices such as computers, smartphones, tablets, and watches. Native applications are specially designed for the mobile operating system (usually iOS or Android).

### **Operational Definitions**

The study uses some terms and ideas which are operationally defined.

**Digital Marketing** This is rare, despite the increasing use of data technology in marketing. Some definitions of digital marketing. Digital marketing is not a stable concept. It is constantly changing (Wymbs, 2011). The term is rarely used in the literature because it is very difficult to understand the definition of digital marketing. Digital Marketing Concepts Get used to it, understand it theoretically, and stay inclusive. Models of how and why different digital channels are used are still under development.

E-marketing, e-commerce, m-commerce and internet 20 marketing are closely associated with digital marketing. The definitions are somehow colliding, overlapping and misleading. during this study, the main target is especially on the promotion function of digital marketing and its scope is restricted to the utilization of digital technologies to speak and conduct information exchange. The concept of digital marketing comprehends the web which incorporates email, websites, and social media. (Merissa, 2006). Hence during this study Digital marketing is mentioned as “communication or interaction between a corporation or brand and its customers using digital channels like websites, Email Marketing, program optimization, social media marketing tools like face book, WhatsApp, YouTube and content marketing tools like Blogs, Memes and Info graphics. The digital marketing channels are selected after discussions with industry experts and subject experts within the field of digital marketing.

Perception is closely associated with attitudes. Perception is that the process by which organisms interpret and organize sensation to supply a meaningful experience of the planet (Lindsay & Norman, 1977). In other words, an individual is confronted with a situation or stimuli. The person interprets the stimuli into something meaningful to him or her supported prior experiences. However, what a private interprets or perceives could also be substantially different from reality.

Adoption is an individual’s decision to become a daily user of a product. (kotler& Lane,2006). When new product or service is obtainable by a corporation, it’s necessary to convince the customer to shop for the new product or service. Motivating customers by the manufacturer or service providers may be a complicated process a neighbourhood of which is 21 supported customer characteristics and behaviour.

This process g of a private walk-through from the first hearing about innovation to the completion of recruitment is known as the recruitment process (Kotler1999). In this study, researchers look only at the factors that influence the extent of adoption, not the adoption process. The literature suggests that there are three different phases of innovation cycle

adoption, implementation, and post-implementation. In this study, it is decided whether to start with digital marketing first. If you choose to deploy, you need to implement a digital marketing application or internal practice. When digital marketing is successfully implemented, the post-implementation phase addresses the amount of organizational learning that takes place in-house to facilitate further adoption of digital marketing. Digital Marketing is, in fact, a continuum of this entire study, aimed at covering a wide range of advanced development and applications. This study does not consider the decision-making process, but at the time of Survey, it is assumed that Company made the decision at some point in the process of adopting digital marketing. This is the adoption decision of. However, it is not effectively used in the deployment or installation of hardware or software applications, but has been deployed over a period of years as friendliness, fairness, and knowledge have improved. It can be assumed that the longer a particular skill lasts and the more part of the company, the higher the level of commitment that is an important feature of the decision.

### **Aim of the Study**

In this study, researchers look only at the factors that influence the extent of adoption, not the adoption process. The literature suggests that there are three different phases of innovation cycle adoption, implementation, and post-implementation. In this study, it is decided whether to start with digital marketing first. If you choose to deploy, you need to implement a digital marketing application or internal practice.

### **Literature Review**

This chapter tries to create a structured literature review by bringing together the growing amount of academic literature on digital marketing and micro, small, and medium businesses. This literature review will provide an understanding of previous research points and methodologies related to digital marketing studies in order to investigate, analyse, and develop a clear understanding of the various research topics and methodologies used in the field of digital marketing and MSME.

Shedding light on the elements that influence the adoption and implementation of Business-to-Business E-commerce in small and medium businesses. He highlighted the parallels and contrasts between Danish and Austrian SMEs. After a thorough assessment of the literature, a theoretic model based on technological, environmental, and organisational aspects 31 that influence E-commerce adoption and implementation was created. Denmark and Australia were found to have a lot in common in the study. The literature in the field of mobile data innovation adoption was discussed by Akkeren (2003).

The study's major goal was to identify the mobile data technology (MDT) and mobile internet demands of SMEs in regional locations. Alam (2007) did an empirical study to better understand the adoption and use of ICT among small and medium-sized businesses in Malaysia's southern region's service industries. He also looked into how much ICT is used by small businesses. The study aimed to reach 180 people by judgement sampling. He discovered that ICT investment in Malaysian SMEs is minimal. He also says that government backing should be viewed as a key component in influencing an organization's decision to adopt ICT. Managers should also acquire a more positive attitude about the web and become more sensitive to the concept of implementing it. According to Arendt (2008), the biggest hurdle limiting SME's from properly utilising ICT and eBusiness is a lack of sufficient information, education, and qualified labour within the company. They emphasise that efforts to close the digital divide in SMEs should focus on overcoming "skill access" and "usage access" barriers, rather than material ones. Asanayei (2009) investigated the rise of Iran SMEs and how e-commerce aided in the adoption of I.T. A total of 50 SMEs were chosen from five categories, each having ten organisations.

The factors were discovered using an exploratory research technique. For the analysis, tables, graphs, and graphical representations were used. They discovered that Iranian SMEs first opposed rising e-commerce trends, but that after taking advantage of the opportunities the internet provided, they were able to increase earnings and exposure. Ashish Kumar et al. (2005) looked at the growth and development of the Indian small-scale industry after the economy opened up in 1991. It also examines the current state of MSME and the challenges they face, such as lending, marketing, and licensing concerns 32. The researcher also examined the different marketing issues that SMEs in India confront. Auger (2005) investigated the link between a website's design and its performance. The relationship between two design constructs, the level of interactivity and design sophistication, and two performance measures, an overall measure of performance and the number of visits to the site, is investigated in this study.

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They discovered that three tactics, varied content strategy, interactive channel strategy, and multi-channel standardised content strategy, were widely adopted. Chiarvesio et al. (2004) investigated the convergence process by looking at the effects of ICT on district models and SME strategies. They wanted to identify opportunities and challenges for SMEs in terms of the district model's long-term viability and the process of innovation in the context of ICT. The survey focused on three major macro industries in Italy that contributed the most to the country's exports. The study used a sample of 1750 businesses. Many programmes were launched in Italy with the goal of digitalising industry districts, but there was a negative attitude toward the same, according to the study.

Dasgupta and Sengupta (2002) wrote a report on e-commerce in the Indian insurance market that compares the advantages of E-insurance to traditional offline insurance. The research is conceptual in nature, and it provides insights based on market reports and secondary data. According to the experts, E insurance has numerous advantages in terms of specialised market opportunities, product groups, and first delivery, among other things. They also talked about how important E insurance is in India. They claim that rural areas have yet to adopt E Insurance due to a shortage of insurance agents, who are more readily available in urban areas. To have a better understanding of worldwide ICT adoption, David. Weber and Kauffman (2011) conducted a literature review. They looked at the economic and social elements that drive worldwide ICT adoption, as well as the effects on individuals, organisations, industries, and economies.

After analysing the expanding relevance of SME in the globalised world, Gilaninia et al (2012) examined the use of ICT in SME. The literature places a great deal of emphasis on the many elements of SMEs. The researcher mentions SMEs' lack of expertise understanding and familiarity with technology as one of the issues with ICT adoption in SMEs. The cost of ICT is another key barrier to e-commerce adoption. SMEs are hesitant to adopt new business models and technology due to adoption issues. For them, the opportunities and advantages are still unknown.

The adoption of ICT is also influenced by the firm's size. Small businesses may find it difficult to utilise e-commerce solutions due to financial constraints.

If Jianlis (1999) had suggested that the key problems are the lack of critical mass between customers / suppliers / business partners. SMEs do not know which hardware or software to choose, lack of suitability for e-commerce (not suitable for products or services) or the way SMEs / their customers do business. identified the factors influencing the adoption and implementation of IT in terms of characteristics of the environment and context of the CEO.

Kannabiran and Dharmaligam(2011) sought to identify and assess the key factors that enable or inhibit the adoption of advanced information technologies in Indian self-sustaining SMEs. In 2010, 110 SMEs were interviewed and the survey was analysed using confirmatory factor analysis and multivariate regression. They found that the level of advanced computer adoption in auto accessories is low. The study also found that 41 perceived advantages and perceived competitive pressure enable advanced adoption of information technology among auto accessory SMEs in India. In his study on the determinants of adoption of e-commerce technologies identified and analysed the factors that discriminate between firms that use different types of e-commerce technologies in manufacturing in India. Company characteristics, historical company data and other factors specific to the company such as transaction size, export intensity, international orientation, wage rates and profit margins have been included in the analysis. The researcher suggests that companies run by savvy and skilled entrepreneurs have adopted more advanced e-commerce tools. He also found that the international orientation of firms represented by variables such as export intensity and technological collaboration with foreign firms emerged as important factors that distinguish advanced technology of firms using electronic firms from others.

Lindsay, P. H., & Norman, D. A. (2013) presented a theoretically valid model of the effects of characteristics of information systems on end-user perception of computational self-efficacy and outcome expectations. The factor relationships of small and medium-sized enterprises in Taiwan based on the IS success model and cognitive social theory are examined. The structural equation model was used to assess the relationships between related constructs. on the quality of the system or on the quality of the service, although some effects can be observed on the quality of the system.

### **Data Analysis**

#### **Research Methodology**

Primarily the objectives of the study are firstly. To understand what is digital marketing. Secondly to study the types of

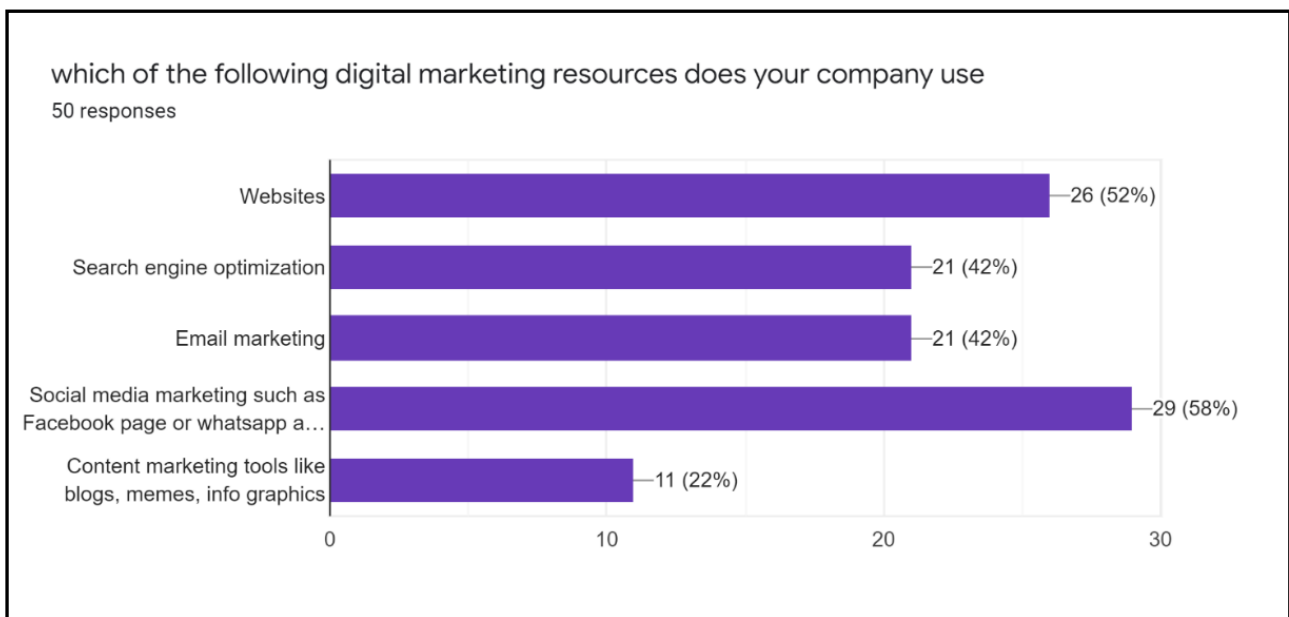
digital marketing tools. thirdly, to study the awareness level of sole entrepreneurs regarding the usage of digital marketing for their business. And lastly to study the usage level using digital marketing to promote their enterprise by sole entrepreneurs. In accordance with the study's purpose, Descriptive Research was chosen as the research design in this investigation. In the field of research, descriptive research is described as a way of describing the features of the population or phenomenon under investigation. The sampling techniques used in the study is Random convenient sampling, when using random sampling, each sample has an equal chance of being chosen, which is a part of the sampling strategy used to collect data. Unbiased representation of the complete population is intended to be achieved by selecting samples at random. The sample area was Greater Noida with a sample size of 50 small businesses.

**Analysis**

Mainly the enterprises selected for responses were SME in the area of Table 1

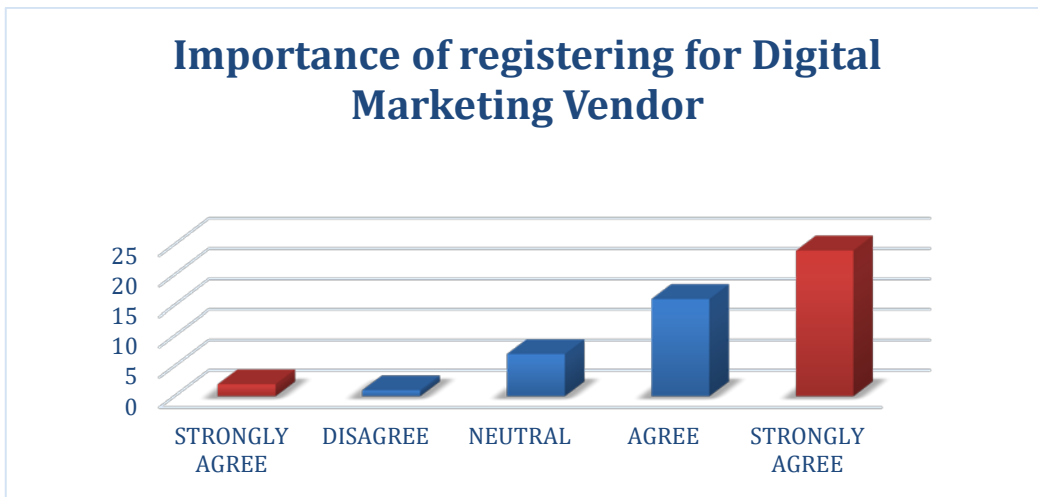
|                         |                                |
|-------------------------|--------------------------------|
| Milk and dairy products | Clothing                       |
| Burger                  | Vintage clothes                |
| Home use product        | Shampoo                        |
| Grocery                 | Computer                       |
| Shoes                   | FMCG                           |
| Sweets                  | Construction related materials |
| Chicken                 | Windows and doors              |
| Sweets                  | Restaurants and food joints    |
| Gym                     | Electronics                    |

Table 1: types of SME interviewed.



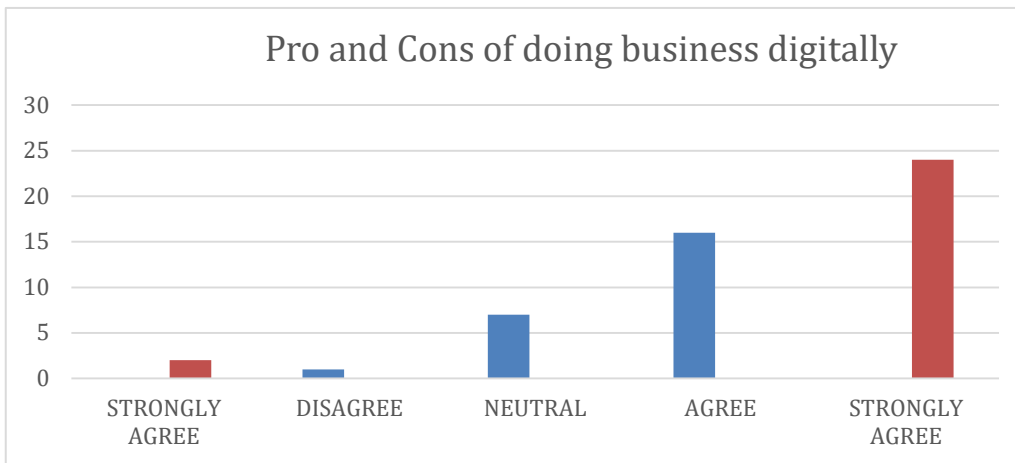
Graph 1: - showing digital marketing resources used by companies

Majority of resources used by companies are FACEBOOK PAGE AND WHATSAPP. And least resource used by companies are CONTENT MARKETING TOOLS.



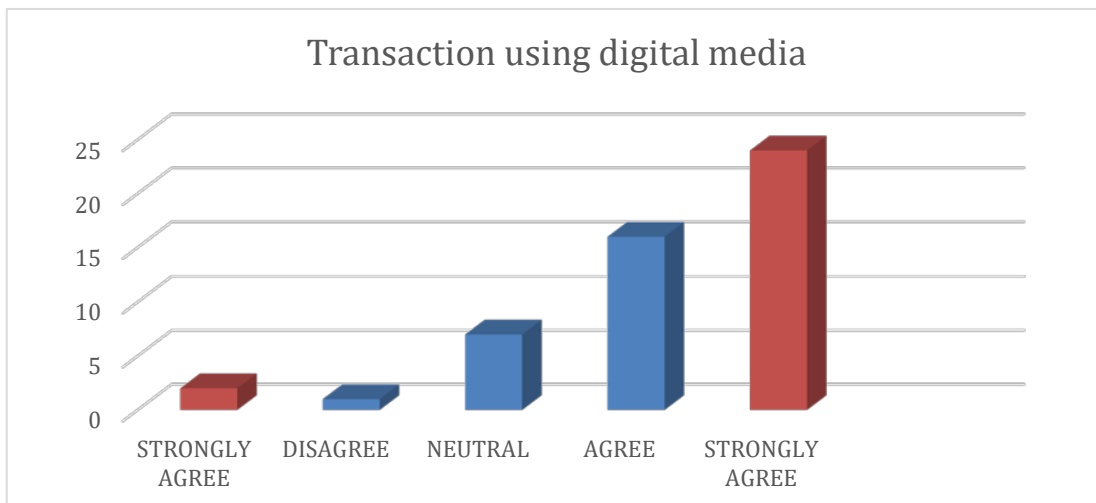
Graph 2: - importance of registration to digital marketing vendor

Majority of respondent (We are registered with a technology vendor of digital marketing but carry virtually no business via the digital channels.) strongly agree and least of respondent usage of digital platform strongly disagree.



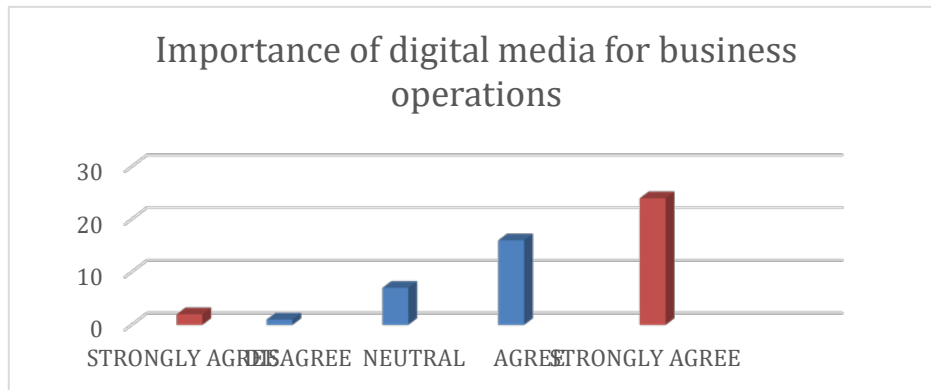
Graph 3: Pros and Cons of doing business via digital channel.

Majority of respondent agreed to doing business via digital channel and Least of respondent strongly disagree to doing business via digital channel



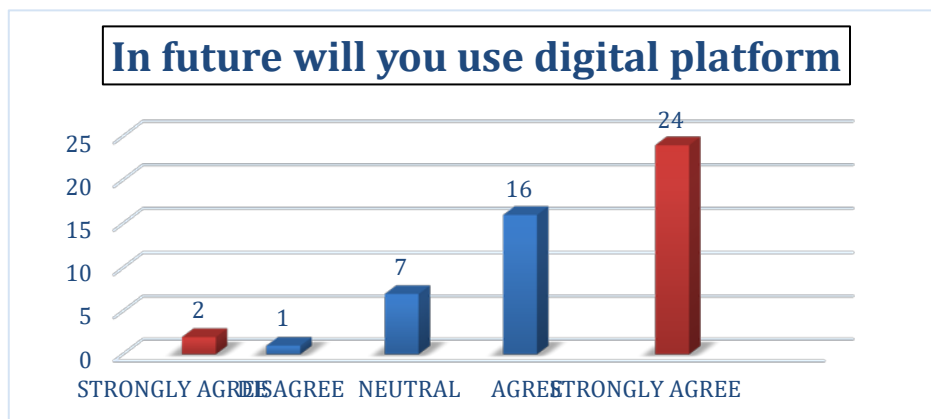
Graph 4: showing the transaction using digital media.

Majority of respondent agreed to statement and Least of respondent disagreed to statement.



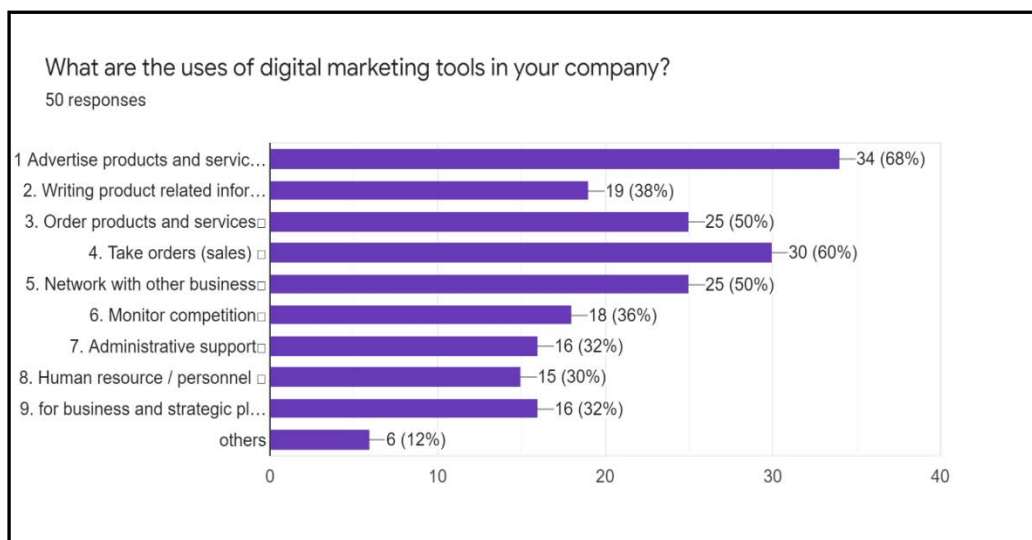
Graph 5: Importance of digital media for the business operations

Majority of respondent agreed to the importance of digital media for business.



Graph 6: - future use of digital platform for business operations.

The SMEs believe in using digital platform in future.



Graph 8: uses of digital platform to promote

Majority of company advertise products and service as digital marketing tools. Other purpose of digital marketing is like taking orders, monitoring competitors and networking with other competitors.

Further the question asked where related to the competitive edge the SME might get when they use digital platform the responses were mixed as not many entrepreneurs were aware of the terminology.



### **Conclusion**

In today's era of social media being the king maker Digital marketing is the new way of reaching out customers. The large base of our population consists of youngsters who get information through social media than by print media. Though easy to reach out it is difficult to understand how much advantage it gives a business. Nowadays many big companies are providing this service but still local vendors resist on using digital media as the only means of marketing. The older generation is still not very vigilant towards making digital marketing as a means of doing business as this change makes them feel uncomfortable as this fast-moving change is not under their control. Like any other thing it has its own pros and cons with a product reaching numerous consumers around the globe it also supports defamation of a product which reaches instantly. Consumers as and when getting to know a product online can also provide feedback which may or may not harm the sales of the product online and can reach people around the world creating a problem for a business to compensate for the loss. Such cons make local vendors and sellers digital marketing averse.

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