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

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ABSTRACT

This study delves into the implementation and impact of digital marketing on small retail businesses, focusing on understanding its effect on customer perception and behavior. The primary objective was to analyze the influence of digital marketing strategies on customer views, with secondary objectives including examining effective brand presence online, identifying methods for customer attraction, comparing digital marketing with traditional methods, analyzing the best media modes for digital presence, and fostering customer interest in digital shopping.

The study reveals that most customers prefer making payments using debit cards and find online prices to be more attractive compared to offline prices. Various modes of digital advertising such as pictures, banners, videos, and blogs were found to be effective in satisfying customer preferences and influencing buying behavior. However, there were some indications that certain digital marketing efforts may not always be beneficial in encouraging online purchases.

The findings underscore the significance of digital marketing in driving sales and attracting customers to small retail businesses. By leveraging tailored digital marketing strategies across multiple channels, businesses can effectively engage with their target audience, influence purchasing decisions, and thrive in the competitive online marketplace.

INTRODUCTION

Small retail businesses that used to rely on traditional marketing methods are now forced to explore and adopt digital marketing strategies to remain competitive and relevant. This study will explore the complexities of digital marketing for small retailers and evaluate the impact it has on their overall success. The potential for digital marketing is immense and how marketers use it will determine the future of the industry. Today, Indians spend more and more time online, from learning to social media, Netflix, e-book reading, video games, and more. To keep up with the changing preferences of today's technologically savvy consumers, small retail businesses are forced to adopt digital marketing strategies. This study will look at how digital marketing can help small retailers increase their visibility, competitiveness and overall success.

OBJECTIVE OF THE STUDY

- To Study and Analyze the Effect of Digital marketing in a small retail business on customer's view.
- To Examine effective brand presence on the internet.
- To Examine the way to find customer attraction.
- To Compare digital marketing with traditional marketing.
- To Develop the interest of customers in digital shopping

REVIEW OF LITERATURE

- Nisha Yadav and Rohan Reddy (2021): Investigating the effects of augmented reality (AR) and virtual reality (VR) technologies, Yadav and Reddy's research explores their integration into digital marketing strategies for small retail businesses in India. Their study provides insights into the potential benefits of immersive technologies for enhancing customer experiences in the digital realm.
- Smita Gupta and Rajat Mehra (2022): Gupta and Mehra's research explores the impact of digital contests and giveaways on brand loyalty

for small retail businesses in India. Their study provides insights into the effectiveness of promotional activities in the digital space, guiding small retailers in leveraging such strategies for customer engagement.

- Anita Sharma and Ravi Yadav (2023): Sharma and Yadav conducted a longitudinal study, assessing the sustainability and long-term effects of digital marketing efforts on small retail businesses in India. Their research provides insights into the evolving nature of digital marketing and its enduring impact on small retailers, contributing valuable knowledge for long-term strategic planning

HYPOTHESIS FOR THE STUDY

HYPOTHESIS 1:

1) Analyze the Significant of Digital Marketing encourage individuals to shop online or influence their buying Behavior:

Null Hypothesis (H-0): There is no significant relationship between digital marketing efforts that encourage individuals to shop online and its influence on their buying behavior.

Alternative Hypothesis (H-1): There is a significant positive relationship between digital marketing efforts that encourage individuals to shop online and its influence on their buying behavior

HYPOTHESIS 2:

2) To Measure the Effect of Digital Marketing in a Small Retail Business on Customer View:

Null Hypothesis (H-0): There is no significant effect of digital marketing on customer engagement and sales in the small retail business.

Alternative Hypothesis (H-1): There is a significant positive effect of digital marketing on customer engagement and sales in the small retail business.

DATA COLLECTION INSTRUMENTS:

- Primary Data (Questionnaire, Interview and observations)
- Secondary Data (Google, Article and Magazine)

TOOLS AND TECHNIQUES USED FOR ANALYSIS:

Data collection tools are the devices or instruments used to gather data for research purposes. In this study, a well-structured questionnaire is used as the primary data collection tool. The questionnaire is designed to collect data from the respondents, and its effectiveness and quality will have a significant impact on the success of the research. It is important to ensure that the questionnaire is carefully designed, validated, and administered to collect reliable and accurate data for the research study.

- Basic Introduction
- Personal Details
- Research and Questions

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. The percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, the percentage is reported when the responses have discrete categories.

ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis

- MANN WHITNEY U TEST
- CORRELATION

MANN WHITNEY U TEST

It is a non-parametric test that is used to compare two sample means that comes from the same population and used to test whether two samples mean are equal or not. Usually the Mann Whitney U test is used when the data is ordinal or when the assumptions of t-test are not met.

FORMUAL

$$U_1 = n_1 n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

CORRELATION

Correlation analysis, also Known as bivariate, is primary concerned with finding out whether a relationship exists between variables and then determining the magnitude and action of that relationship.

FORMULA:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}$$

Where n = Quantity of Information

Σx = Total of the First Variable Value

Σy = Total of the Second Variable Value

Σxy = Sum of the Product of first & Second Value

Σx^2 = Sum of the Squares of the First Value

Σy^2 = Sum of the Squares of the Second Value

ANALYSIS & INTERPREATION OF THE DATA

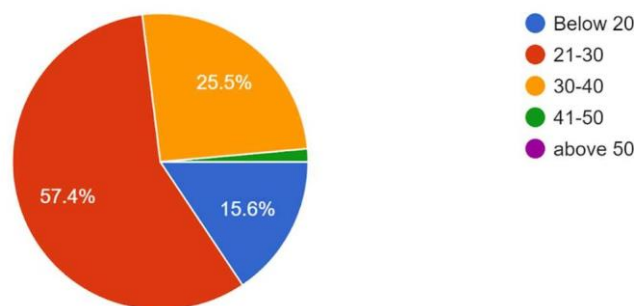
Table indicating the age of respondents

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	BELOW 18	21	15.6%
2	20-30	81	57.4%
3	30-40	36	25.5%
4	40-50	02	1.4%

SOURCE: Primary Data

AGE

141 responses



INTERPRETATION: From the above analysis 81 percentage of respondents are from the age group of 21-30, 25.5 percentage of respondents are from the age group of 30-40 and 1.4 percentages of respondents from the age group of 40-50.

INFERENCE: - majority 81 percentage of respondents are 20 to 30 in this question

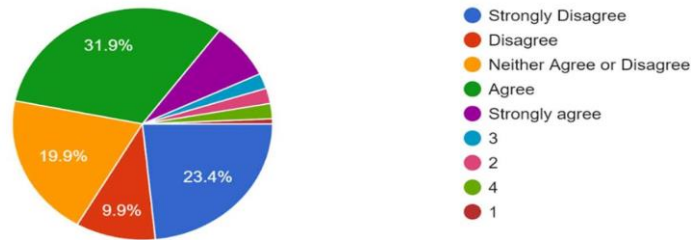
Table indicating digital marketing encourages you to shop online influence your buying behaviour

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	Strongly Disagree	33	23.4%
2	Disagree	14	9.9%
3	Neither agree or disagree	28	19.9%
4	Agree	45	31.9%
5	Strongly agree	11	7.8%

SOURCE: Primary Data

10. Digital marketing encourages you to shop online digital marketing influence your buying behavior ?

141 responses



INTERPRETATION: From the above analysis 31.9 percentage of respondents Agree with digital marketing image influence you buying behavior 23.4 percentage of respondents Strongly disagree with digital marketing image influence you buying behavior 19.9% of respondents Neither Agree or Disagree with digital marketing image influence you buying behavior 9.9 percentage of respondents Disagree with digital marketing image influence you buying behavior

INFERENCE: Majority 31.9 percentage of respondents Agree with digital marketing image influence you buying behavior.

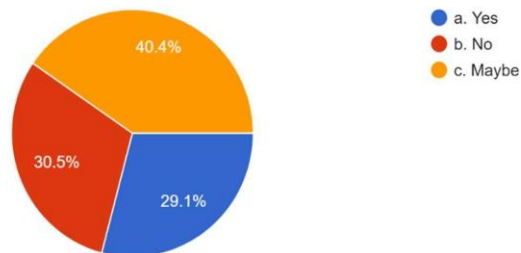
Table indicating will you buy products of retail shops in online platform

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	YES	41	29.1%
2	NO	43	30.5%
3	MAYBE	57	40.4%

SOURCE: Primary Data

4. Will you buy products of Retail shops in online platform

141 responses



INTERPRETATION: From the above analysis 40 percentages of respondents are Maybe the buy Retail Shop Products in Online Platform 30.5 Percentage of Respondents are not willing to buy Retail shop products in online platform 29.1 percentage of people willing to buy Retail shop product in online platform.

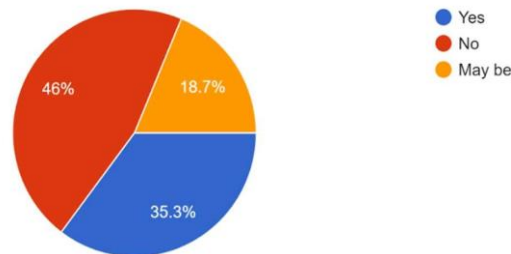
INFERENCE: - majority 40 percentage of respondents are maybe willing buy Retail shop products in online platform.

Table indicating, digital marketing is most power full tool for small retail business

SINO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	YES	49	35.3%
2	NO	64	46%
3	MAYBE	26	18.7%

SOURCE: Primary Data

18.Do you think Digital Marketing is most power full tool for Small Retail Business?
139 responses



INTERPRETATION: From the above analysis 46 percentage of respondents are No digital marketing is most power full tool for small retail business 35.6 percentages of respondents are Yes digital marketing is most power full tool for small retail business 18.7 percentages of respondents are Maybe digital marketing is most power full tool for small retail business.

INFERENCE: - majority 46 percentage of respondents are No digital marketing is most power full tool for small retail business.

Hypothesis 1

MANN WHITNEY U TEST

Null Hypothesis (H0): There is no significant difference in the attitudes towards buying products of Retail shops in an online platform between individuals who find digital marketing beneficial to their online shopping and those who do not.

Alternative Hypothesis (H1): There is a significant difference in the attitudes towards buying products of Retail shops in an online platform between individuals who find digital marketing beneficial to their online shopping and those who do not.

Ranks

	Marital Status	N	Mean Rank	Sum of Ranks
Will you buy products of Retail shops in online platform?	1	46	57.37	2639.00
	2	94	76.93	7231.00
	Total	140		
Do you think digital marketing is beneficial to your online shopping?	1	15	16.00	240.00
	2	16	16.00	256.00
	Total	31		

Test Statistics

	Will you buy products of Retail shops in online platform?	Do you think digital marketing is beneficial to your online shopping?
Mann-Whitney U	1558.000	120.000
Wilcoxon W	2639.000	256.000
Z	-2.856	.000
Asymp. Sig. (2-tailed)	.004	1.000
Exact Sig. [2*(1-tailed Sig.)]		1.000^b

a. Grouping Variable: Marital Status

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of 4. Will you buy products of local shops in online platform is the same across categories of Marital Status .	Independent-Samples Mann-Whitney U Test	.004	Reject the null hypothesis.
2	The distribution of 18. Do you think digital marketing is beneficial to your online shopping? is the same across categories of Marital Status	Independent-Samples Mann-Whitney U Test	1.000 ^d	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

^dExact significance is displayed for this test.

INTERPRETATION:

The Mann-Whitney U test was conducted to compare the attitudes towards buying products of Retail shop through online platform between individuals who find digital marketing beneficial to their online shopping and those who do not. The test yielded a statistically significant result as ($p = 0.004$), indicating that there is a significant difference in attitudes between the two groups.

The test statistic (Z) for the comparison was -2.856 , suggesting that the individuals who find digital marketing beneficial to their online shopping tend to have different attitudes towards buying products of Retail shops online compared to those who do not perceive digital marketing as beneficial. However, no significant difference was found regarding the attitudes towards the benefit of digital marketing to online shopping ($p = 1.000$).

In this analysis indicates a significant difference between the two groups for the variable related to buying products from Retail shops in online, but no significant difference for the variable related to the belief in the benefits of digital marketing for online shopping

CORRELATION ANALYSIS:

HYPOTHESIS 1

Correlations

	Digital marketing encourages you to shop online digital marketing influence your buying behavior ?	Are you satisfied with cost in online shopping compared with offline shopping?
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Spearman's rho	Digital marketing encourages you to shop online; digital marketing influences your buying behaviour?	Correlation Coefficient	1.000	.798**
		Sig. (2-tailed)		.000
		N	140	140
	Are you satisfied with cost in online shopping compared with offline shopping?	Correlation Coefficient	.798**	1.000
	Sig. (2-tailed)		.000	
	N	140	140	

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient between "Digital marketing encourages you to shop online; digital marketing influences your buying behaviour" and "Are you satisfied with cost in online shopping compared with offline shopping?" is 0.798**. The correlation coefficient between "Are you satisfied with cost in online shopping compared with offline shopping?" and "Digital marketing encourages you to shop online; digital marketing influences your buying behaviour" is also 0.798**. correlation coefficients are significant at the 0.01 level (2-tailed), indicated by the p-values of .000. The strong positive correlation coefficient of 0.798** suggests a significant and positive relationship between the perception of digital marketing's influence on online shopping behaviour and satisfaction with the cost of online shopping compared to offline shopping.

In this analysis the above results suggest that digital marketing plays a significant role in encouraging online shopping and influencing consumer behavior. Additionally, satisfaction with the cost of online shopping is an important factor influencing consumers' decisions to shop online.

FINDINGS:

- Male are more interested in purchasing a small retail product in online market.
- In between the age of 21-30 are likely use to buy the Retail Products in online.
- Unmarried are majority who like to purchase product form small retail online shops.
- According to popularity of the product people like to buy the product in the online Digital Marketing in small retail business clothing product are mostly people Like to buy Products on online platform. Digital Marketing encourages the people to buy retail shop products.
- Digital Marketing encourages the people to buy retail shop products.
- Online buying Customers Neither agree or disagree within online marketing is more attractive.
- Digital Marketing attracts more audience most of them agreed that digital marketing encourage people to Buy Products.
- Digital Marketing are satisfied to buying the product in online in the part of their own thoughts.
- Small retail business online price is less than offline price Customers are likely to buy in online.

SUGGESTIONS:

- Since males show more interest in purchasing small retail products through digital marketing, it's essential to marketing strategies to cater to this demographic. This could involve creating targeted advertising campaigns that appeal specifically to male consumers.
- Given that the age group of 21-30 is more inclined to purchase retail products online, allocate resources towards platforms and marketing strategies that resonate with this age group. This may include leveraging popular social media platforms like Instagram and TikTok, which are popular among younger demographics.
- Since customers are spending significant time online searching for retail products, prioritize optimizing the digital shopping experience. This involves ensuring a user- friendly website, seamless checkout process, and responsive customer service to address any queries or concerns promptly.
- Emphasize the unique and special aspects of the products offered by the small retail business in digital marketing campaigns. This could include showcasing product features, benefits, and any exclusive offers or discounts available for online purchases
- Continue offering convenient payment options such as debit card payments, which align with customer preferences. Additionally, consider integrating other popular payment methods like digital wallets to cater to a broader range of customers.
- Based on customer satisfaction levels, prioritize video and banner modes of advertisement in digital marketing efforts. Additionally, consider incorporating blog posts or articles that provide valuable insights or information related to the products offered by the small retail business.

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

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