

“Efficacy of E-Marketing solution for Small Scale Industries in and around Pune City (Maharashtra), India”

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INTRODUCTION

Industrial sector is one of the most competitive markets as there is cutthroat competition between to rule out other competitors by inventing new technologies with new added features that too with competitive prices through help of promotions activity. The battle of competition can only win by increasing the number of customers. And this can be possible by looking towards new sectors from where new customers can be created. In today's market customer is the king of the market. The customer is not only the foundation stone of the business but also the stepping stone.

A research is totally related to the Research discovery of facts. It is an attempt to discover intellectual and practical solutions through the application of scientific methods and field work. The project gives insight of the real industrial market in MIDC, Industrial estates and commercial areas of Pune city for services of the company.

OBJECTIVES:

1. To understand the present marketing strategies and latest trends of e-marketing.
2. To understand the e-requirements of small scale organization..
3. To study the benefits of e-marketing by the e-marketing provider agencies for the small scale industries.

Hypothesis

1. The e-marketing advertising that influencing the customers for organization
2. The implementation of e-marketing strategy have definite impact on organization in totality .

SCOPE OF THE STUDY

The finding of the study is based upon the primary data obtained from 65 industrialists spread over Pune city.

The scope of the study is restricted to small scale industries in the Pune city and findings would be applicable to the Pune city. Study includes responses given by customers.

- Identifying the need of small scale industries to increase the customers' base & business.
- A study of existing e-marketing strategy of small scale industries in Pune area.
- Providing customized e-marketing solution to small scale industries in Pune area.
 - Using effective utilization of social sites
 - Providing **e-face** (e-commerce portals, website) to small industries as per their requirements.

Providing end to end solution

Research Methodology

Research Type:- Descriptive research

Descriptive research has been used for pertinent Information on a specific topic. In fact, research is an art of scientific Investigation. Research is an academic activity and as such the term should be used in a technical sense

- 1) **Define the Population:** It narrows the scope of the study from a very large population to one that is manageable. The population identifies the group. The sample was taken by the industrialists from Pune city area.

Sample size : 65

Sample Design: Non probability sampling

Sample size: Randomly selected small scale industries from Narhe & Shivane area, 65 nos. of SSI.

5) **Collection of data:**

- A. **Primary Data:** The data was collected from SSI industrialists with the help of questionnaire/.
- B. **Secondary Data:** The data was collected from company website and Internet.

Respondents: Owner of a SSI, Decision makers of SSI (GM, Manager, CEO etc.).

Data present: Chart or graphical method

- 6) **Analyze the data:** After collecting a data from questionnaire method the next step is the analysis of data. All analysis that can be performed, from complex to simple, depends on how the questionnaire was constructed. The data is analyzed using different statistical techniques like data tabulation, data presentation in chart or graphical form to analyze and evaluate different criteria, strategies and status of the subject and object. Detailed data analysis on various aspects is done in the chapter.

Tools used:- SPSS & Microsoft Excel

Sampling Technique

Non Probability Convenience Sampling Technique

Nonprobability sampling does not meet this criterion and, as any methodological decision, should adjust to the research question that one envisages to answer. Nonprobability sampling techniques cannot be used to infer from the sample to the general population in statistical terms and thus answer "how many"-related research questions.

Convenience sampling is sometimes referred to as haphazard or accidental sampling. It is not normally representative of the target population because sample units are only selected if they can be accessed easily and conveniently.

There are times when the average person uses convenience sampling. A food critic, for example, may try several appetizers or entrees to judge the quality and variety of a menu. And television reporters often seek so-called 'people-on-the-street interviews' to find out how people view an issue. In both these examples, the sample is chosen randomly, without use of a specific survey method.

The obvious advantage is that the method is easy to use, but that advantage is greatly offset by the presence of bias. Although useful applications of the technique are limited, it can deliver accurate results when the population is homogeneous.

Comparative Tariff of e-marketing consultant for SSI

Name of consultant	Yearly package	Monthly/ Half yearly package	Area wise package	Services offer	Portal type	Customers/month
Indiamart	22,000/-			Website, OL marketing, mobile app, catalog, product add	B2B	50-60
Tradeindia	24,000/-			Website, edit catalog, brochure, ppc facility	B2B	20-30
Justdial	24,500/-	2300/ month	2600/ month, 32,000/year	Website, e-marketing, consultant	B2C	No of calls
Sulekha.com	24,000/-			Website, e-marketing, keyword, brochure	B2C	20-30
Raysun Enterprises	20,000/-	10,000/ half year		Website, e-marketing, consultant, content development	B2B, B2C	30-40

Data analysis for Questions Fulfilling Objectives:

Data analysis is carried out for the questioner designed to fulfill the objectives and hypothesis. The questions are based on the objectives of the study. There are few questions which are analyzed to know the resource availability and few are about the productivity improvement. The Data has been analyzed by using the SPSS Tool and using Microsoft Excel.

The questions are designed and analyzed in such a way that it gives complete idea about the exiting processes in Concern Company and scope of improvement in Concern Company.

Interpretation and Conclusion for Objective 1

This is the questioner which was designed by looking at the objective as to analyze the present marketing strategies and latest trends of e-marketing. From this question there we can make clear picture about which kind of strategies are used by the SSI.

Does_your_organization_follow_e-marketing? * What kind of strategy you have applied?

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.199 ^a	3	.003
Likelihood Ratio	14.638	3	.002
Linear-by-Linear Association	6.874	1	.009
McNemar-Bowker Test	.	.	. ^b
N of Valid Cases	65		

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal Phi	.467			.003
Cramer's V	.467			.003
Ordinal by Ordinal Kendall's tau-c	.372	.123	3.018	.003
Spearman Correlation	.346	.115	2.930	.005 ^c
Interval by Interval Pearson's R	.328	.114	2.753	.008 ^c
N of Valid Cases	65			

Observation:-

It is observed that Chi square value 14.199, degree of freedom is 3, Significance value is 0.003, which is less than 0.05 & spearman correlation value is 0.346

Conclusion:-

Hence we can conclude that spearman correlation indicates the positive correlation. There is definite association between the e-marketing strategy applied and e-marketing solution. So organizations have applied strategies such as pricing, product differentiation, content marketing & relationship marketing.

1. Which strategy you are using?

Interpretation:-

Out of 65 SSI 49% follow scheming strategy & 51% follows penetration strategy.

2. What kind of strategy you have applied?

Interpretation:-

It is found that 45% of SSI has applied Relationship marketing, 17% of SSI believes in Pricing and content marketing, 21% have applied product strategy.

Questions for Objective 2

This was the question asked to check out e-requirements of SSI from decision makers.

Case Processing Summary

Do you think you need to have e-marketing strategy of your company? * If yes, how many leads should get generated out of it?(0-5=1, 5-10=2,10-15=3, >15=4)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.994 ^a	6	.009
Likelihood Ratio	22.926	6	.001
Linear-by-Linear Association	11.445	1	.001
McNemar-Bowker Test	.	.	. ^b
N of Valid Cases	65		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-c	-.330	.075	-4.425	.000
	Spearman Correlation	-.428	.084	-3.761	.000 ^c
Interval by Interval	Pearson's R	-.423	.064	-3.704	.000 ^c
N of Valid Cases		65			

Hypothesis testing

Do you think you need to have e-marketing strategy of your company? * Do you want to increase your customers database?

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.974 ^a	2	.000
Likelihood Ratio	31.773	2	.000
Linear-by-Linear Association	31.704	1	.000
McNemar-Bowker Test	.	.	. ^b
N of Valid Cases	65		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-c	.454	.119	3.821	.000
	Spearman Correlation	.625	.109	6.351	.000 ^c
Interval by Interval	Pearson's R	.704	.095	7.864	.000 ^c
N of Valid Cases		65			

Observation:-

It is observed that chi square value is 36.974^a, Degree of freedom is 2, and Significance value is 0, spearman correlation value is .625

Conclusion:-

Spearman correlation indicates the positive correlation. So we can conclude that there is association between e-marketing strategy and leads get generated out of it.

Is there any need of e-marketing strategy? * If yes, how many leads should get generated out of it?(0-5=1, 5-10=2,10-15=3, >15=4)

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.188 ^a	3	.007
Likelihood Ratio	16.062	3	.001
Linear-by-Linear Association	8.722	1	.003
McNemar-Bowker Test	.	.	. ^b
N of Valid Cases	65		

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	
Nominal by Nominal	Phi	.433		.007	
	Cramer's V	.433		.007	
Ordinal by Ordinal	Kendall's tau-c	-.312	.082	-3.813	.000
	Spearman Correlation	-.404	.063	-3.501	.001 ^c
Interval by Interval	Pearson's R	-.369	.059	-3.153	.002 ^c
N of Valid Cases	65				

Observation:-

It is observed that chi square value is 12.188^a, Degree of freedom is 3, and Significance value is .007, spearman correlation value is -.404

Conclusion:-

Spearman correlation indicates the positive correlation. So we can conclude that there is no association between e-marketing strategy and leads get generated out of it.

Though SSI has e-marketing strategy, they are expecting increase in database. There is a definite association between e-marketing and increase in customer database

Is there any need of e-marketing strategy? * Do you want to increase your customers database?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	52.197 ^a	1	.000		
Continuity Correction ^b	45.992	1	.000		
Likelihood Ratio	44.999	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	51.394	1	.000		
McNemar Test				.500 ^c	
N of Valid Cases	65				

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	
Nominal by Nominal	Phi	.896		.000	
	Cramer's V	.896		.000	
Ordinal by Ordinal	Kendall's tau-c	.502	.120	4.176	.000
	Spearman Correlation	.896	.069	16.026	.000 ^c
Interval by Interval	Pearson's R	.896	.069	16.026	.000 ^c
N of Valid Cases	65				

Observation:-

It is observed that chi square value is 52.197, Degree of freedom is 1, and Significance value is 0, spearman correlation value is .896.

Conclusion:-

Spearman correlation indicates the positive correlation. So we can conclude that there is association between e-marketing strategy and increase in customer database after e-marketing strategy and leads get generated out of it.

Though SSI has e-marketing strategy, they are expecting increase in database. There is a definite association between e-marketing and increase in customer database

Question for Hypothesis 2

This is the questioner which was designed by looking at the hypothesis as to analyze is there any demand supply changes occur and where exactly customers search while planning to purchase any product.

	N	Mean	Std. Deviation	Minimum	Maximum
What do you think, is there any demand & supply changes occur because of e-marketing?	65	1.68	.471	1	2

What do you think, is there any demand & supply changes occur because of e-marketing?

	Observed N	Expected N	Residual
Yes	21	32.5	-11.5
No	44	32.5	11.5
Total	65		

Test Statistics

	what do you think, is there any demand & supply changes occur because of e-marketing?
Chi-Square	8.138 ^a
df	1
Asymp. Sig.	.004

Observation:-

It is observed that chi-Square value is 8.138, Degree of freedom is 1, Significance value is .004.

Conclusion:-

So we can conclude that after application of e-marketing strategy demand and supply changes occur.

FINDINGS

It is found that less no of SSI follows e-marketing (46%) strategy and more no of SSI doesn't follow e-marketing strategy (54%).

Out of 65 SSI (49%) follow scheming strategy & (51%) follows penetration strategy.

It is found that most of SSI has applied Relationship marketing (45%), after that (17%) SSI believes in Pricing and content marketing, 21% have applied product strategy.

It is observed that 69% of SSI thinks that they should have e-marketing strategy, 20% SSI are neutral and 11% SSI don't think that they should have e-marketing strategy.

Almost everyone thinks that no. of leads should get increase. 49% of SSI thinks that 0-5 no. of customers should get increase. 22% SSI thinks that 5-10 customers should get increase. 18% SSI thinks that 10-15 customers should get increase. 11% SSI thinks that more than 15 no of customers should get increase.

Almost 82% SSI wants to increase their customer database, 18% don't want to increase their customer database.

85% SSI think that there is a need of e-marketing in their business, 15% SSI don't think that they need to have e-marketing strategy.

Almost everyone thinks that price, offers, discounts, segmentation, comparison of product, quality influence the customers.

It is found that most of SSI thinks that because of their product price & quality customers are attracted towards them. Segmentation doesn't matters the most while purchasing any product as per survey.

It is found that 85% SSI satisfied with the benefit they get because of e-marketing, 15% of SSI are not specified.

Almost most of the SSI thinks that online customers are more important in e-marketing, mobile application is not much important as compared to other parameters.

It is found that 40% of people first prefer to check products through e-commerce website, 31% people prefer to check in the market, 17% prefer to get information through friends, and 8% prefer to check with relatives, 4% prefer to check with other sources.

It is found that most of SSI doesn't think that there any demand supply changes occur (54%), while less no of SSI thinks that there is a change in demand & supply (46%).

It is found that most of the people don't believe in originality of product purchased through e-commerce portal.

CONCLUSION

- Due to technology changes in B2B advertising sector people preferred e-media than the print media. MIDC's making its place in market as a result, now customers are aware about it and start using it, some of them feels its performance is good and satisfactory.
- Almost each industry does some type of advertising and they prefer electronic media including internet at most. A good number of industries use other media like directory, exhibition and newspaper.
- According to information what we collected we can say industries strongly used E-media as a medium and other media as requirement and in returned they get good response for their advertising.
- Hence we can conclude that spearman correlation indicates the positive correlation. There is definite association between the e-marketing and strategy applied. So organizations have applied strategies such as pricing, product differentiation, content marketing & relationship marketing.
- Spearman correlation indicates the negative correlation. So we can conclude that there is no association between e-marketing strategy and leads get generated out of it.
- Though SSI has e-marketing strategy, they are expecting increase in database. There is a definite association between e-marketing and increase in customer database
- So we can conclude that after application of e-marketing strategy demand and supply changes occur.

Limitation of Study

- Some manufacturers and traders are declined to share their information & their opinion.
- Authority person is not available all the time.
- Respondent may not be true in answering and may be based.
- Psychology and temperament of respondents (customers) play a significant role. Some respondents are more sensitive as against tolerant ones Composition of respondent can affect the answers adversely or favorably.
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