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DIGITAL MARKETING FOR NEW ENTREPRENEURS

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INTRODUCTION

Marketing is the way of connecting the customers in the right place at the right time. Today marketing means, meeting the customers where they spend more time. Now most of the public spend their time in the internet. The internet access is also rapidly growing day to day from 2G to 5G. Similarly, the internet users are also in an increasing trend. The motive of every concern is to increase their profits by attracting more customers. They have to go with the changing pattern of the customers. So, the businesses have started to turn towards online marketing, to attract the customers through online. Due to this change lakhs and lakhs of products are sold through online. Based on this few questions arises. Can all the entrepreneurs do online marketing? How far it is possible for a new entrepreneur? India being an agricultural country, most of the population is from rural area. How far the new entrepreneurs from Rural area go for digital marketing? This study paves a way for the above questions.

OBJECTIVE

To analyse the factors that are affecting digital marketing for new entrepreneurs.

RESEARCH METHODS

- DATA : Primary data was collected through a structured questionnaire
- SAMPLING SIZE : 50 new entrepreneurs were selected
- SAMPLING METHOD: Convenient random sampling method was used

ANALYSIS

Collected data have been analysed using simple percentage. Variables such as Age, Area of Residence, Educational Qualification, Gender, Nature of Business, Reason for doing business, Status of the Building, Expenses per month, Difficulties faced and the Factors affecting digital marketing were taken for analysis.

Table 1.1 Age

Age	No. of Entrepreneurs
Below 30 Yrs	08
30 yrs - 40 yrs	16
Above 40 yrs	26
Total	50

It is inferred from the above table that majority of the entrepreneurs are in the age group of above 40 years.

Table 1.2 Area of Residence

Area of Residence	No. of Entrepreneurs
URBAN	12
SEMI - URBAN	06
RURAL	32
Total	50

It can be said from the above table that out of 50 entrepreneurs, majority of the entrepreneurs are residing in Rural area.

Table 1.3 Educational Qualification

Educational Qualification	No. of Entrepreneurs
Hr. Sec.	31
Diploma/ITI	9
UG	10
PG	0
Total	50

It is clear from the above table that out of 50 entrepreneurs majority of the entrepreneurs are with the qualification of Higher Secondary.

Table 1.4 Gender

Gender	No. of Entrepreneurs
MALE	34
FEMALE	16
Total	50

It is seen from the table that majority of the entrepreneurs are male.

Table 1.5 Nature of Business

Nature of Business	No. of Entrepreneurs
Snacks	18
Grocery	09
Electricals	11
Garments	09
Tourism	01
Furniture	01
Shoes/Slippers	01
Total	50

The above table reveals that majority of the entrepreneurs' nature of business is snacks items.

Table 1.6 Reason For Doing Business

Reason For Doing Business	No. of Entrepreneurs
Family Business	21
Ambition	12
Situation	17
Total	50

It is clear from the above table that many of the entrepreneurs are continuing their family business.

Table 1.7 Expenses Per Month

EXPENSES (including salary, rent, EB, etc.) in Rs.	No. of Entrepreneurs
10,000 – 20,000	9
20,001 – 40,000	41
Above Rs. 40,000	0
Total	50

The above table reveals that out of 50 entrepreneurs majority of the entrepreneurs are spending approximately Rs. 20,001 to Rs.40,000 monthly for meeting the expenses such as Salary of the employees, Building rent, Electricity Bill, etc.,

Table 1.8 Nature of Building

Nature of the Building	No. of Entrepreneurs
Rental	41
Lease	00
Own	09
Total	50

It is clear from the above table that majority of the new entrepreneurs are running their business in rental building.

Table 1.9 Difficulties Facing

Difficulties Facing	No. of Entrepreneurs
Location of the concern	09
High Rent	24
No Proper employees	17
Total	50

It is clear from the table that majority of the entrepreneurs feel difficult to meet the rental charges of their business concern.

Table 1.10 Factors Affecting Digital Marketing

HA – Highly Agree A – Agree N – Neutral DA – Dis Agree HDA – Highly Dis Agree

FACTORS	HA	A	N	DA	HDA	TOTAL
Have idea but don't know to approach	38	0	8	4	0	50
Just now developing	17	15	0	4	14	50
Lack of Computer Knowledge	32	3	0	8	7	50
Not Interested	0	2	0	27	21	50
Fear of Cyber Security	29	9	0	7	5	50
Expensive	16	15	0	9	10	50
Operating Difficulties	14	19	0	12	5	50

It is seen from the above table that majority of the entrepreneurs have idea for online marketing but do not know whom to approach for online marketing followed by lack of computer knowledge and fear of cyber security.

SUGGESTIONS

Based on the above analyses the following suggestions are made.

1. An awareness programme regarding the steps evolved in starting a business through online can be arranged for the emerging entrepreneurs residing in rural area.
2. Many of the entrepreneurs have fear towards cyber security. Training for the entrepreneurs can be given on how to go for digital marketing in a secured manner.
3. In order to encourage the new entrepreneurs, Government of India should come forward to support the new entrepreneurs by allocating subsidies where required.

CONCLUSION

Although there is a rapid growth in innovation and technology, still there are people with lack of awareness towards the technology. This means the technology is developing in one way. The government should take necessary steps to develop the technology both in rural area and urban area as a whole.

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**Innovation is the central issue in
economic prosperity**

- Michael Porter



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