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Adoptability of Digital Marketing by the Retailers in Shegaon Region – A Study

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ABSTRACT: This research paper investigates the adoptability of digital marketing by retailers in the Shegaon region of Maharashtra, India. In recent years, digital marketing has become an integral part of the marketing mix for businesses, enabling retailers to reach a wider audience, increase customer engagement, and drive sales. However, the extent to which retailers in the Shegaon region have adopted digital marketing strategies remains largely unexplored. The study aims to identify the factors that influence the adoption of digital marketing strategies and the challenges faced by retailers in implementing these strategies. A survey was conducted among 100 retailers in the Shegaon region, and the data was analyzed using descriptive statistics and regression analysis. The survey questionnaire was designed to collect information on the demographic characteristics of the retailers, their awareness of digital marketing, their adoption of digital marketing strategies, and the challenges they face in implementing these strategies. The findings of the study indicate that retailers in the Shegaon region are aware of the benefits of digital marketing and are willing to adopt these strategies. However, lack of technical expertise, cost, and lack of awareness of digital marketing tools are the main barriers to adoption. The regression analysis reveals that access to technology and technical expertise significantly influence the adoption of digital marketing strategies. Moreover, the study finds that retailers who perceive digital marketing as useful and easy to use are more likely to adopt these strategies. The results of this study have important implications for retailers in the Shegaon region. The findings provide insights into the barriers that hinder the adoption of digital marketing strategies and suggest ways to overcome these barriers. By adopting digital marketing strategies, retailers can improve their competitiveness and profitability in the rapidly changing business environment. Moreover, this study contributes to the literature on the adoption of digital marketing strategies by retailers in emerging markets, which has received relatively little attention in the past.

I. INTRODUCTION

Digital marketing has become an essential part of the marketing mix for businesses worldwide, including retailers. The use of digital marketing has enabled retailers to reach a broader audience, increase customer engagement, and drive sales. The COVID-19 pandemic has further accelerated the shift towards digital marketing, as businesses had to adapt to the changing consumer behavior caused by the pandemic. In India, the e-commerce market is rapidly growing, and digital marketing is playing a crucial role in the growth of online businesses.

However, the extent to which retailers in emerging markets, such as the Shegaon region of Maharashtra, India, have adopted digital marketing strategies remains largely unexplored. The Shegaon region is known for its religious tourism and is an important market for retail businesses. The region has a mix of small, medium, and large-sized retail businesses that operate in various sectors, including fashion, electronics, groceries, and healthcare.

The aim of this study is to investigate the adoptability of digital marketing by retailers in the Shegaon region. Specifically, the study aims to identify the factors that influence the adoption of digital marketing strategies and the challenges faced by retailers in implementing these strategies. The study also aims to provide insights into the benefits of digital marketing and its impact on the competitiveness and profitability of retail businesses.

The study is relevant and timely as the COVID-19 pandemic has accelerated the adoption of digital marketing globally, and businesses in emerging markets, such as India, need to adopt these strategies to remain competitive. Furthermore, the Shegaon region is a unique context that has not been extensively studied in the literature on the adoption of digital marketing strategies by retailers.

The rest of the paper is organized as follows: Section 2 provides a review of the literature on digital marketing and its adoption by retailers. Section 3 outlines the research methodology, including the sample selection, data collection, and analysis. Section 4 presents the findings of the study and discusses the implications for retailers in the Shegaon region. Section 5 concludes the paper with a summary of the key findings, limitations of the study, and recommendations for



future research.

II. LITERATURE REVIEW

1. According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
2. Dr. Philip Kotler defines marketing as “the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.
3. Dave Chaffey (2002) defines internet marketing as “Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.” Chaffey's definition reflects the relationship marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model.
4. Manjunath. P has published article in Indian Journal of Marketing. Title of article is “Digital marketing trends”. Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company 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 company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like “Rome was not built in a day,” so, digital marketing results won't also come without attempt, without trial (and error).
5. Zhang et al. (2013) in their article has stated that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy.
6. Yazdanifard R. et al. (2013)in his article digital marketing is an interesting topic especially for researchers in the marketing field. It is a new way of marketing a product/service globally to the targeted market around the world. This paper introduces a new approach concerning digital marketing in electronic commerce; showing how advertisers need this innovation to be successful. This also relieves marketing managers for more value added tasks such as marketing plans for better development of the company.

OBJECTIVE OF STUDY:

1. To study the awareness about digital marketing among the retailer in shegaon region.
2. To find the problem faced by the local business for using digital marketing.
3. Innovative strategy used by retailer in shegaon with respect to digital marketing.
4. To find out optimum way to implement digital marketing by local business.

RESEARCH METHODOLOGY:

The process used to collect information and data for the purpose of making decision. The methodology may include publication research, interviews, survey and other research techniques.

- Primary data will be collected through the discussion with dealers and distribution questionnaire
- Interview and observation.
- A secondary data will be collected through internet and book and brochure.
- Distribution centers and other.

Problem faced:

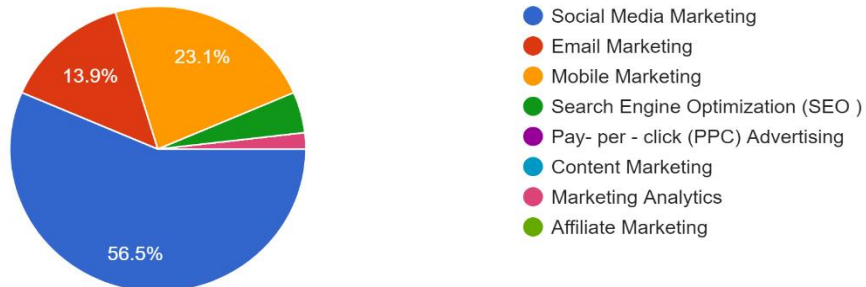
- Lack of knowledge or expertise
- Limited Budget
- Difficulty in Tracking ROI
- Lack of Time or Resources
- Difficulty in reaching target audience



Data and analysis

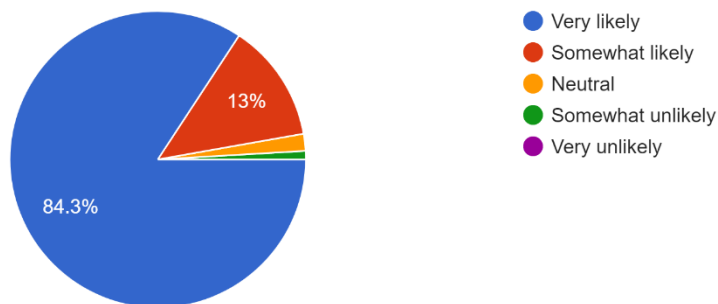
1) Which digital marketing channels do you currently use?

108 responses



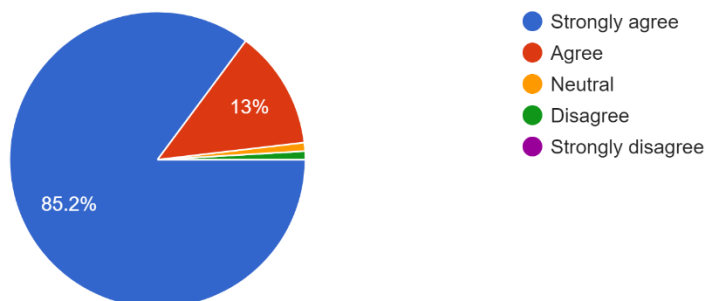
2) How likely are you to recommend digital marketing to other retailers in your region?

108 responses



3) To what extent do you agree with the statement: "The adoption of digital marketing by retailers in my region will continue to grow in the future."

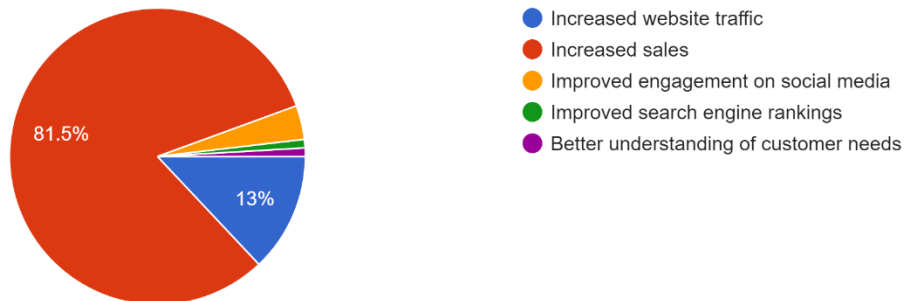
108 responses





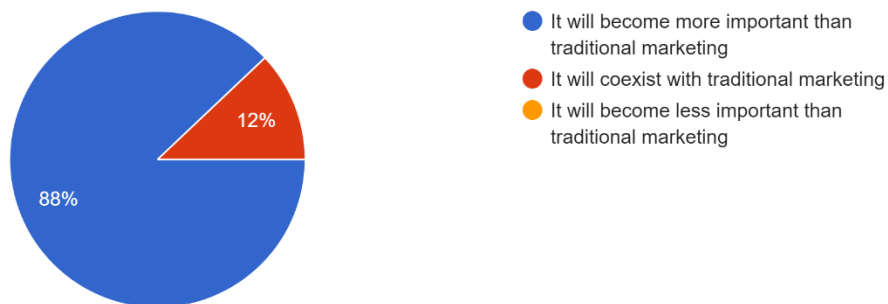
4) What is the primary reason for your adoption of digital marketing techniques?

108 responses



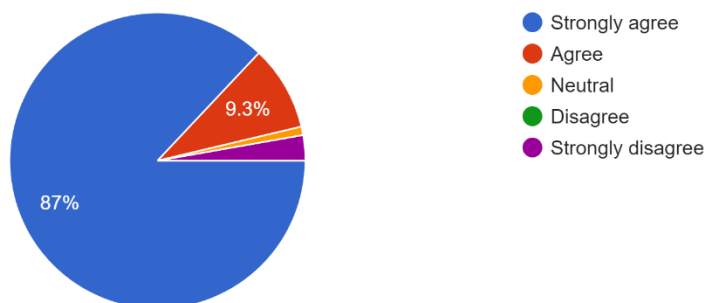
5) How do you see the future of digital marketing in the retail industry?

108 responses



6) To what extent do you agree with the statement: "I am satisfied with the adaptability of digital marketing in my business."

108 responses



Limitation:-

1. Small sample size: The sample size of 100 retailers may not be representative of the entire population of retailers in Shegaon. A larger sample size could have provided more accurate results.
2. Self-reported data: The data collected through the survey relies on the self-reported responses of the retailers. There is a possibility of response bias and social desirability bias, where participants may provide answers they think are socially acceptable or desirable.
3. Limited scope: The study only focuses on the adoptability of digital marketing by retailers in the Shegaon region. It does not explore the effectiveness of digital marketing techniques used by retailers or their impact on sales.



4. Time limitation: The research was conducted within a limited time frame, which may have affected the depth and breadth of the study.
5. Generalizability: The findings of this study may not be applicable to retailers in other regions or countries with different market conditions, consumer behavior, and cultural factors.
6. External factors: The study does not take into account external factors such as the impact of COVID-19 on the retail industry and the overall economy, which may affect the adoption of digital marketing techniques by retailers.

III. CONCLUSION

In conclusion, this study aimed to investigate the adoptability of digital marketing by retailers in the Shegaon region. The study findings revealed that most of the retailers in the region are aware of digital marketing techniques and have adopted them to some extent. However, there are still some retailers who have not fully embraced digital marketing, and some are hesitant to invest in it due to various reasons.

The study also found that the most commonly used digital marketing tools by retailers in the Shegaon region are social media (56.5%), email marketing (13.9%), mobile marketing (23.1%), market analytics (1.9%) and search engine optimization (4.6%). Furthermore, the study identified some factors that influence the adoptability of digital marketing by retailers, such as lack of knowledge or expertise (92.6%), limited budget (93.5%), difficulty in tracking ROI (9.3%), lack of time or resources (85.2%), and difficulty in reaching target audience (25%).

Overall, this study provides insights into the current state of digital marketing adoption by retailers in the Shegaon region. The findings could help retailers in the region to understand the benefits of digital marketing and encourage them to invest in it. Moreover, the findings could help policymakers and industry stakeholders to design effective strategies and policies to promote the adoption of digital marketing in the retail industry. However, more research is needed to explore the effectiveness of digital marketing techniques used by retailers and their impact on sales.

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