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## A STUDY OF INDUSTRIAL UNITS AWARENESS ABOUT THE DIGITAL MARKETING TOOLS WITH REFERENCE TO KOLHAPUR DISTRICT

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### Abstract

The current research work is on digital marketing awareness and tools. The use of electronic media by industrial units to promote products or services in the global market with good prospective clients. The main goal of digital marketing is to attract customers to a brand through digital media such as mailing, text messages, social media, and websites, among other things. However, industrial companies are facing new challenges and opportunities in this digital age as a result of increased awareness of digital marketing tools and budget allocations. In this article study on the importance as well as awareness about the digital marketing for industrial units and also benefited of additionally the differences between traditional marketing and digital marketing and also fund as well as human resource allocation. Therefore, the data were used to compile from both primary and secondary sources. Industrial units in the Gokul-Shirgaon MIDC provided the primary data. A total of 90 industrial units produce on various scales, including small, medium, and big. This is one of the oldest and most vertical industries in the manufacturing and service industries. Hence, the researcher has selected 90 industrial units and using a simple random sampling. Primary data was gathered in the field using well-structured questionnaires. With the use of numerous statistical

tools and techniques. The information is analysed and rated using percentages. This research has examined several types tools use and awareness of digital marketing, as well as their fund and human resources allocation on sales activities for digital marketing.

**Keywords:** Digital Marketing, Awareness, Social Media, Fund and Human Resources Allocation.

### **Introduction**

Since the 1990s and 2000s, digital marketing has evolved, and it has revolutionized the way brands and businesses use current technology and digital marketing to grow their marketing around the globally. All marketing initiatives that leverage the internet benefit from digital marketing. To engage with present and potential customers, businesses use digital channels such as search engines, social media, email, and their websites. Traditional marketing is underinvested in comparison to digital marketing such as Online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization (SEO), pay per click (PPC), and other forms of digital marketing are used to reach out to potential clients. Customers' buying habits have altered as a result of rapid technological advancements in digital marketing. It provides consumers with a number of benefits, including the following: More engagement, more clarity about the products or services, Easy to compare to others, Shopping available 24 hours a day, sharing product or service content, and transparent pricing. Digital marketing is an electronic communication channel used by marketers to promote their products and services to the appropriate market. Customers can also fill out a feedback form, ask questions, and offer ideas regarding the company's products and services. It is primarily communicated via social media, websites, chat, and email. Campaigning is easier with digital tools than it is with traditional marketing. Although the content is open to the general public, it will be targeted to a specific audience using search engine tactics.

**Review of related literature:** Studies on Digital Marketing awareness as well as tools have been reviewed in the literature. Based on the current literature review, it has been found that digital markein tools reach out the prospective

lead with minimum cost and also allocate the funds.(Yulihastri, 2011) Digital marketing enables internet services to make purchases for consumers 24 hours a day, according to their requirements, and to be paid. Prices are transparent in digital marketing. It entails less work-to-work transactions. (Soheila Bostanshirin- 2014) in this article has described the online marketing framework guided by insights from such a consideration, but it has not detailed the exact fund allocation or how the fund is used for digital marketing. (Afrina Yasmin, Sadia Tasneem, Kaniz Fatema -2015) has discussed about the companies should create innovative customer experiences and specific strategies for media to identify the best road map for driving up digital marketing best performance. (Sathya P.-2015) has examined the 100 respondent digital marketing results based on firm sales to obtain a clear picture of the current digital marketing study. (Sanmathi Anbumani-2017) examed current article summarizes the current state of digital marketing difficulties and solutions, but it does not go into detail about the challenges or the usage of digital media technologies. (Vaibhava Desai -2019) In this article focuses mostly on the conceptual foundation of digital marketing, as well as how digital marketing benefits today's businesses. (Chandan Kumar Mishra-2019) the majority of this article refers to a study on the present demand of people for digital marketing, which is confined to their optimum and safe use of the Internet for E-commerce websites. (Anna Makrides, Demetris Vrontis and Michael Christofi-2020) has been given the fast-paced nature of the digital environment, this essay will be especially useful in developing theoretical frameworks in areas where there is a lack of theoretical foundation. (Uma Sharma, Thakur,K. S. -2020) he has investigated the impact of digital media on client purchase behavior on a day-to-day basis. Consumers have been purchasing goods and services over the website via e-commerce. The majority of industrial businesses do not understand how digital marking may help them expand.

**Profile of industries:** Gokul-Shirgaon MIDC outstanding in metal casting Industrial units as well as services based production output throughout Kolhapur district and Maharashtra state. It is the manufacture of several types of units like textiles, engineering, and oil engines. However, Industrial units

production units are critical to the growth of the economy. As a result, workers are needed in Industrial units to produce products such as automobiles, agricultural pumps, spare parts of tractors, two and four wheelers, and so on. The Gokul-Shirgaon MIDC has been supplying parts as well as brought the raw materials all over India as well as exporting to international markets and also generates the direct as well as indirect employment and also trading on E commerce plat form. Gokul-Shirgaon MIDC has acquired around 219 hectares.

### **Methodology**

The Gokul-Shirgaon MIDC in Kolhapur was chosen by the researcher. Most industrial facilities in the manufacturing and service industries, in small, medium, and large capacities, use the Gokul-Shirgaon MIDC. The manufacturing and service sectors of 90 industrial units have been chosen. For the researcher study, a simple random sample procedure was adopted. In the Gokul-Shirgaon MIDC area, a total of 90 respondents were chosen at random from industrial units.

### **Data Collection**

The study's data were gathered from both primary and secondary sources using well-structured questionnaires, with secondary data coming from a variety of books, the internet, and respected journal papers, among other places.

### **Tools and Analysis**

Interviews with 90 industrial units were used to gather primary data for the source. The information was analysed using digital marketing data structures, which included classifying, tabulating, and analysing the information as well as interpreting the results. The central tendency was subjected to a descriptive analysis. A Chi-Square test with one-sample test was used to evaluate the hypothesis.

### **Objective**

To study the situation and raise awareness about the digital tools used by Industrial digital marketing.

### **Hypothesis**

The Industrials units have awareness about the Digital marketing tools.

H0: The Industrials units are not aware about the Digital Marketing.

H1: (At least more than half of) the Industrials units are aware about the Digital Marketing.

### **Need of the Study**

To investigate the situation and increase understanding of the digital instruments used in industrial digital marketing. The researcher did a study to determine the efficacy of Industrial units expanding the business in terms of digital marketing tools monitoring and awareness in the Kolhapur Industrial unit's industry in order to improve reach out to customers all over the world. As a result, they will be more aware of digital marketing and will find it easier to engage with clients through it. The researcher conducted a study on industrial units' usage of digital marketing, as well as suggesting and emphasising the importance of and proper legislation with fund utility.

### **Scope of the Study**

Determine and analyse industrial units, social media awareness, medical awareness, and tools on the point of company site through digital marketing. This research has aided digital marketing in terms of offering training as well as raising finances, and it has necessitated the creation of a specific department for digital marketing in order to extend the business range as well as spread across India and generate potential sales. As a result, it will be employed for a variety of risks and information, allowing industrial units to be aware of digital physical dangers. Employees and an unknown vendor will benefit from planning and implementing digital marketing with maximum fund use in accordance with business requirements and connect with new prospects.

### **Limitation of Study**

Only Industrial units were included in the study, which took place in the Gokul-Shirgaon MIDC area.

### **Data Analysis and Interpretation:**

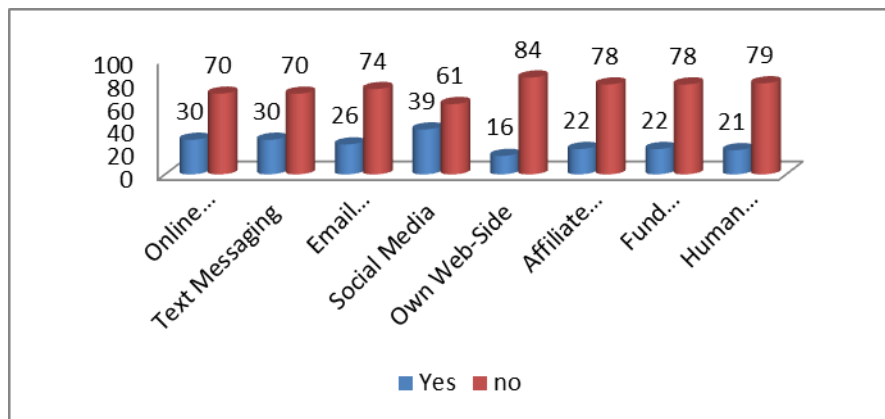
To observe the composition of the Industrial units under investigation, they were divided into groups based on whether or not they were using digital marketing tools as well as awareness.

**Table 1: Percentage of distribution according to Digital Marketing tools and awareness**

Sr. No.	Tools/ awareness of Digital marketing	Respondent Result			X-squared	d. f.	P-Value	Sample estimates	Actual Result	Accepted Hypotheses
		Yes	No	Total						
1	Online Advertising	27 (30)	63 (70)	90 (100)	13.61 1	1	0.00022 49	0.3	$p \leq 0.5$	$H_1$
2	Text Messaging	27 (30)	63 (70)	90 (100)	13.61 1	1	0.00022 49	0.3	$p \leq 0.5$	$H_1$
3	Email Marketing	24 (26)	66 (74)	90 (100)	18.67 8	1	1.548e 7	0.266666 7	$p \leq 0.5$	$H_1$
4	Social Media	35 (39)	55 (61)	90 (100)	4.011 1	1	0.0452	0.388888 9	$p \leq 0.5$	$H_1$
5	Own Web-Side	15 (16)	75 (84)	90 (100)	38.67 8	1	4.999e- 10	0.166666 7	$p \leq 0.5$	$H_1$
6	Affiliate Marketing	20 (22)	70 (78)	90 (100)	26.67 8	1	2.404e	0.222222 2	$p \leq 0.5$	$H_1$
7	Fund Allocation for Digital Marketing	20 (22)	70 (78)	90 (100)	26.67 8	1	2.404e- 07	0.222222 2	$p \leq 0.5$	$H_1$
8	Human Resource Allocation for Digital Marketing	19 (21)	71 (79)	90 (100)	28.9	1	7.621e- 08	0.211111 1	$p \leq 0.5$	$H_1$

Source: Field Survey (D.F.- Degree of Freedom)

Round figure in parentheses indicates in percentage to workers)

**Figure-1** 95 per cent confidence interval.

From the table 1, Out of the total, 30% of Industrial Units are aware of the digital marketing facility's online advertising capabilities, while the remaining 70% are not. Around 30% of industrial units had access to text messaging, while the remaining 70% had not. The email marketing mail was sent to prospective clients by 26% of industrial units, while the remaining 74% did not send the email marketing mail, such as product lists, pamphlet as well as industry profile, etc. When it comes to social media, only 39% of industrial units use it, with only Facebook and a few other apps, while 61% do not use Instagram, Twitter, or other similar platforms. Because the industrial units' details, such as series, contact, and about us, are shown on the website, it is an important instrument at the point of business. However, only 16% of industrial units have their own website; the remaining industrial units do not have a website. Only 20% of industrial units use affiliate marking tools, with the rest not using them at all. When the fund plays a critical role, it is necessary to use commercial services such as design, website, and promoter. However, just 22% of industrial units allocate funds only for digital marking, with the remaining industrial units failing to do so. The industrial unit's human resource components play a significant role in company. Only 21% of Industrial units required digital marketing, and only a one third of Industrial units were unaware of the importance of digital marketing in their operations. As a result, it's apparent that the vast majority of industrial units are unaware of the value of digital marketing in terms of generating new leads and expanding their businesses. As

a result, the industrial units used human resources to devote funds for expanding the firm to the digital marketing point sales.

### **Conclusion**

Digital marketing has no commercial limits, and you may connect with clients all around the world. To advertise the firm and its products and services, the company can use various devices such as social media, SEO (search engine optimization), videos, content, e-mail, and so on. To determine the optimal path for increasing digital marketing success, companies should build creative consumer experiences and particular media tactics. As per the study's timetable, the data was collected by a questioner for the researcher. It is vital to promote knowledge among industrial units about digital marketing and the value of instruments such as mailing, text messaging, and social media, among other things. It will have an influence on the efficiency of lead generation programmes targeted at boosting industrial unit growth. All industrial units produce and allocate funds as well as human resources for digital marketing for a variety of products that will be valuable in the future. There is a very affordable and efficient approach for the majority of small business owners to market their products or services in order to generate growth and also reach out the global markets.

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