



Role of Risk Analysis in Digital Marketing for the Growth of Micro Small and Medium Enterprises

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(Received: 25 September 2024 Revised: 28 October 2024 Accepted: 09 November 2024)

KEYWORDS

Digital Marketing, Business, Digital Advertising, Micro Small and Medium Enterprises (MSME)

ABSTRACT:

The use of electronic media by marketers to market their goods bringing in business and enabling the for engage using the company. How Digital market impacting the sales in the companies. This attempt also displays the distinctions between the two types of marketing, traditional and digital. The effectiveness of various forms regarding the use of digital marketing impacts a business's sales have been covered in this study. The sample under examination consists of 150 businesses and 50 executives.

1. Introduction

Marketing strategies include digital marketing that occurs often used to market goods and services engage utilising clients online. Beyond internet promotion, digital marketing also includes other platforms. That do not call for using the Internet. Mobile devices, Numerous more digital media outlets, such as advertising on display networks. Customers may access at any moment and from anywhere using digital media to access information. Digital media makes it possible for consumers to rely not only on what a business claims about its brand. The Internet, along with mobile devices, conventional TV, and radio, as their main promotional medium. publication of magazines interacts the Internet the readers using SMS text messages and emails to increase the re-subscription.

Marketers are getting more Online travel, consumer electronics, and book purchases are becoming more and more popular. Approximately 59% of internet shopper's

online purchases are already made in metropolitan India, notwithstanding the low spending per online buyer.

1.1 Theoretical and conceptual underpinnings

1.1.1 The difference between traditional and digital marketing a majority well-known type wheel marketing is conventional advertising.

1.2. Comparison of traditional and digital marketing:

Marketing of goods or services to consumers through digital means. The following comparisons are provided. A company's digital marketing strategy may include using digital radio and television platforms.

1.2.1 Various digital marketing elements

When a message promoting the products or services is sent via email, this is known as email marketing. Social Media - A crucial aspect of internet marketing channels today marketing on social media. This computer-based system



Comparison of traditional and digital marketing is shown in Table 1.1.

| Regular Marketing | Utilizing the Internet |
|---|--|
| Broad cast, mail, Print and telephone all fall under traditional marketing. | Internet & email marketing and social media platform , SMS message marketing, online advertising using affiliates, Seanad charge per click |
| There is nothing to say with the viewers. | Engagement of to the viewers |
| The outcome is easy to gauge | As a result, largely straightforward as a gauge. |
| Time to spent planning advertising campaigns. | Campaigns are organized brief periods of time. |
| Consuming of time process | The goods are Reasonably cheap and rapid way to promote |
| Conventional marketing techniques can hailed as successes. | The celebrate the success of connect with a certain volume of local consumers. |
| Enduring the success with single campaign | Any campaign can incorporate innovations, and campaign modifications are straightforward. |
| Fewer customer technologies leading to a restricting the customer's options | Greater customer reach as a result of different technology used by consumers |
| Every day exposure throughout the year is impossible. | Feasible Exposure during the entire year. |
| No potential for virility | Capacity for virility |
| One-way dialogue | Two-way dialogue |
| During working hours only responses possible. | At any time can come comments. |

a technology that enables users to generate, exchange, and share content regarding the goods or services offered by the company. Social media is still getting more time from internet users. sites according to Nielsen, then any other kind. Google, LinkedIn, Facebook are examples of networks for social media promotion. Business can receive from search engines utilise people. SEO can focus on a different types of inquiry, including Vertical search engines, academic search engines, local search engines, video search engines, and picture.

1.3. Cost Per Click (vii) (PPC)

Making use of search engine marketing to drive benefits both advertisers and searchers. In this indicates the higher interaction and lower costs with the services and goods.

1.3.1 Benefits of digital marketing for consumers:

(i) Continue to learn about new goods and service using online marketing technology, Customers can maintain

corporate news. Now a day, a large number of consumers can use to access the web any location whenever, also, businesses regularly updating data regarding the goods and services.

(ii) The business' visit the site details relating to goods and services, buy things on the internet, and leave reviews.

(iii) Full disclosure of the items any information.

Obtain can available for Consumers detailed details regarding the goods information offered by Internet promotion. The likelihood of a misinterpretation of Customers always benefit by examining anyone sort electronic marketing.

(iv) Permits immediate acquisition find the physical store and then advertisement before making a purchase

2. Methodology

Methodology gives appropriate approach for use in the field of study. The sources of data are used in primary and secondary in this study. Earliest sources: Aan initial



source place in which can get first-hand knowledge of subject authentic info about it. the interviewing strategy is a structured question used in conjunction for collect original data. Additional sources: an additional source place in which obtain information that was previously collected. To date, collected backup information from

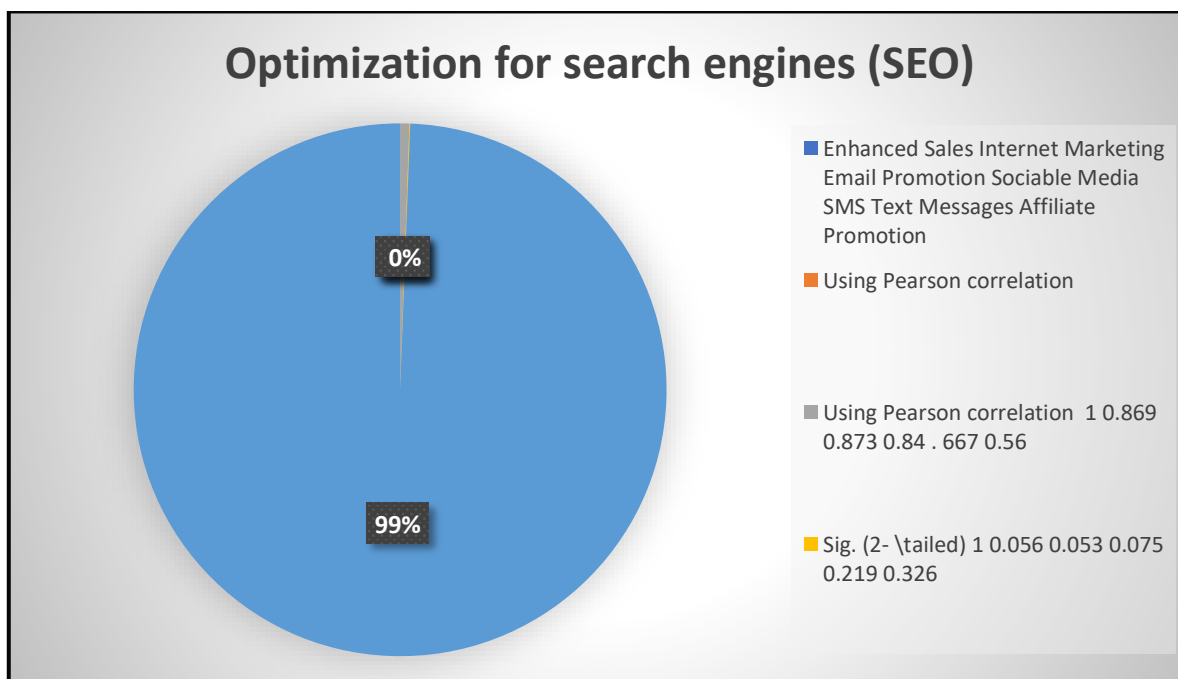
newspaper and firms' published statements of financial status. To conduct this study, we obtained

2.1. Evaluation and discourse

2.1.1 Analysis of correlation We collected information from digital marketing techniques using 150 businesses to evaluate between these elements and higher sales.

Businesses to evaluate between these elements and higher sales Marketing results is shown in Table 1.2

| | | Enhanced Sales | Internet Marketing | Email Promotion | Sociable Media | SMS Text Messages | Affiliate Promotion | Optimization for search engines (SEO) | Cost Per Click |
|----------------|---------------------------|----------------|--------------------|-----------------|----------------|-------------------|---------------------|---------------------------------------|----------------|
| Enhanced Sales | Using Pearson correlation | 1 | 0.869 | 0.873 | 0.84 | .667 | 0.56 | 0.84 | 0.56 |
| | Sig. (2- \tailed) | | 0.56 | .053 | .075 | .219 | .326 | .075 | .326 |
| | N | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 |



Based on the above data shows due to marketing in digital mode increase the sales it shows impact in positively. the values of r for Search engine optimization (SEO) marketing, and advertising in internet 869,873,841 and 842 are strongly positively correlated to

increase the sales. R values exist for Pay-per-click advertising, text messaging, and advertising. of 667,561 and.561 respectively, its indicate the weakly favourable rising sales.



2.2 Analysis of digital marketing

Due to the media of digital user’s widespread usage can obtain of status of the order information. In the past, all

the information people get from the goods service people.

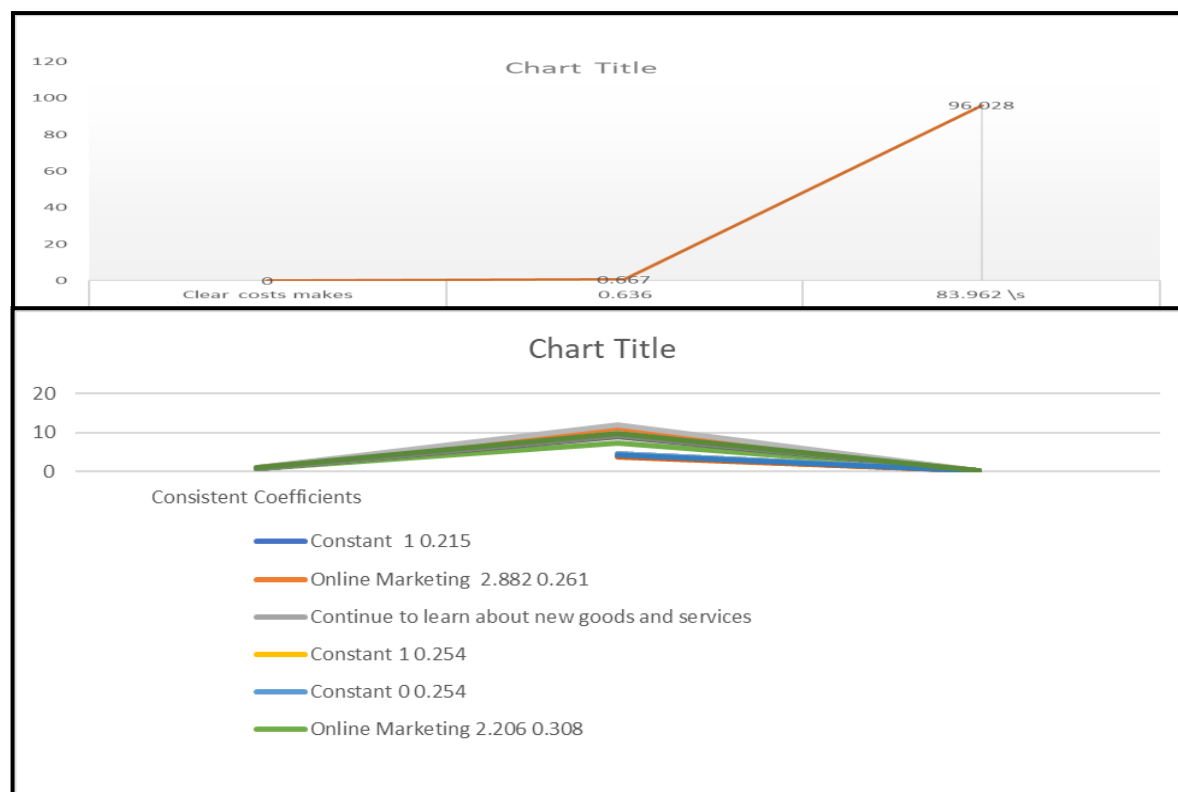
Table – 1.3

| Model | A R square | F |
|--|------------|-----------|
| Keep current on solutions or goods | 0.718 | 122.117 |
| increased involvement | 0.516 | 51.276 |
| Information in-depth on the products or services | 0.629 | 81.254 |
| easily and comparably | 0.639 | 85.141 |
| 24/7 retail | 0.749 | 142.868 |
| Share information about the goods or services.. | ..656 | 91.498 /s |
| Clear costs makes | 0.667 | 96.028 |
| immediate purchases possible. | .667 | 96.028 |

3. Overview of Model

The above data all the variables contribute greatly to explained the relation between the digital and variable marketing. the website provides clear explanations of the service and 71.7% marketing in digital explains how to stay informed about service and product28.21% explains

other things. digital marketing 51.60% of difference in engagement, other factors account 46.4%. 62.90% website provide clear explanations of the service and products in digital marketing.37.10% remaining indicates the strength of the F value. In the above table indicates the 80% above products in digital marketing.





| Models | Unreliable Coefficients | | Consistent Coefficients | t | Sig.s |
|---|---------------------------|------------|-------------------------|--------|-------|
| | B | Std. Error | Beta (β) | | |
| Constant | 1.000 | .214 | | 4.647 | .0000 |
| Online Marketing | 2.884 | .262 | .846 | 11.053 | 0.000 |
| Continue to learn about new services and goods | | | | | |
| Constant | 1.000 | .253 | | 3.938 | .000 |
| Online Marketing | 2.206 | .308 | .717 | 7.163 | .000 |
| Increased engagement, contingent variable: | | | | | |
| Constant | 1.000 | .247 | | 4.041 | .000 |
| Online Marketing | 2.706 | .301 | .793 | 9.014 | .000 |
| details regarding the goods and services are a dependent metric. | | | | | |
| Constant | 1.000 | .234 | | 4.274 | .000 |
| Online Marketing | 2.618 | .285 | .802 | 9.227 | .000 |
| Simple comparison with others is a dependent variable. | | | | | |
| Constant | 1.000 | .213 | | 4.648 | .000 |
| Online Marketing | 3.116 | .261 | .863 | 11.953 | .000 |
| 24/7 shopping is a dependent variable. | | | | | |
| Constant | 1.000 | .224 | | 4.484 | .000 |
| Digital Advertising | 2.588 | .272 | .811 | 9.564 | .000 |
| Discuss the product or service's content as a dependent variable. | | | | | |
| Constant | 1.000 | .262 | | 3.818 | .000 |
| Utilizing the Internet | 2.912 | .318 | .798 | 9.165 | .000 |
| Pricing appears to be a dependent variable. | | | | | |
| Constant | 1.000 | .242 | | 4.164 | .000 |
| Utilizing the Internet | 2.83 | .292 | .818 | 9.797 | .000 |
| Coefficients | | | | | |
| Model | Differential Coefficients | | Consistent Coefficients | t | Sig. |
| | B | Std. Error | Beta (β) | | |
| Constant | 1.000 | .215 | | 4.647 | .000 |
| Utilizing the Internet | 2.884 | .261 | .846 | 11.051 | .000 |
| Allows for immediate purchase. Dependent Variable | | | | | |

Different Variables' Coefficients: the various variables coefficients in relation to independent variables following in discussions stay current with products or services: Coefficients Analysis for Dependent Variable Unstandardized Coefficients (B) its shows the dependent variable reaction if the independent variable is zero (0)

In this, the cost to stay indicates the services or items if we are not a digital marketing employ will be 2.883. Standardized Coefficients shows that will happen to the dependent variable, if in this the independent variable is increased 1%. if 1% of persons marketing digital users, so 84.70% of persons are stay informed about products.



4. Findings and Discussion

Many recent businesses overall strategy is to consider using digital channels for marketing.

Online advertising is no limit.

The company can publicise the goods and services using a various device, like phones, computers, TV, media, and digital boards including Videos, content, e-mail, social networking, SEO (search engine optimization). If customer demands the digital marketing may be more successful and its take time and effort Test, learn & evolve the watchwords.

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