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This is to certify that *Dr. T. Christu Rami*, Assistant Professor
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has presented a paper entitled *Awareness among Women Entrepreneurs of
Marthandam Town on Digital Marketing in
in this International Conference. Online Advertising Agencies*



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Awareness among Women Entrepreneurs of Marthandam Town on Digital Marketing in Online Advertising Agencies

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Abstract

Marketing is the important part of nay business. Most aspect of the business depends on successful marketing strategies. In this digital era, everything has gone digitalized. Digitalization has invaded most of the fields from education to business. Marketing through many which boost up the success of any business, has also gone digital which is named as digital Marketing. Marketing through many electronic ways is said to be digital marketing . This paper brings out the awareness of boutique women of marthandam town on digital marketing through online advertising agencies. The paper also explores the interest of women entrepreneur towards digital marketing and its impact in their businesses.

Keywords: women entrepreneurs, digital marketing, social media marketing, SEO, PPC, lead generation.

Introduction

Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, products or services may not reach potential customers. Poor marketing may crash the sales of any company and it may lead to shutdown of any industry. That enforce the important of marketing in any business. The overall marketing umbrella covers advertising, public relations, promotions and sales. For a business to succeed, the product or service it provides must be known to potential buyers. Marketing is used to promote the product and service the company provides with a chance of being discovered by prospective customers. Once the product, service or company gets to the visibility zone of the target audience, it increases the chance of buying. As awareness becomes a reality, it is also the point where new customers start to spread the word, telling friends and family about the amazing new product they discovered. With respect to that, sales will steadily increase as the word spreads. Without employing marketing strategies, company cannot succeed.

Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. Marketing has always been about connecting with target audience in the right place and at the right time. That means marketers need to meet the people where they are spending time i.e. on the internet. Internet users are increasing tremendously day by day. This internet era paved the way to digital marketing where marketing goes online.

Digital Marketing Channel

The different ways of digital marketing is listed below.

a) Search Engine Marketing

Search engine marketing is also known as inbound marketing. Search engine marketing means using search engine as primary marketing channel. Search marketing contains SEO and search advertising.

b) Search Engine Optimization (SEO)

Search engine optimization is one of the important parts of Digital Marketing. SEO is the process of affection the online visibility of a website or a web page in a web search engine's unpaid results. In Digital marketing space, SEO is considers as one of the most effective channel for getting visibility, traffic on website without spending too much.

c) Search Advertising

Search advertising is another popular channel of digital marketing. Search advertising is often confused with PPC. Search advertising is about paid advertisement in search engines.

d) Social Media Marketing

Social media marketing is about using social networking platforms and social media websites for marketing. Social media marketing is about promoting business using social medias like Facebook, Twitter, Instagram, Google+, Quora, LinkedIn and so on.

e) Pay-Per-Click Advertising (PPC)

Paid advertising channels like Pay-Per-Click advertising deliver highly targeted traffic of potential customers within a very short period of time. This method depends on how much money an entrepreneur is willing to invest in bidding and placing ads. Advertising budget can be control, enabling how much to spend for a day, a week or a month running your PPC ads. The effectiveness of PPC ads rely on choosing keywords for targeting potential customers as well as optimizing the visual and contextual information in ads.

f) Display Advertising

Many people visit blogs, forums and other websites that are interesting or useful to them. Digital marketers can reach out to these potential customers by placing relevant display ads on these third party sites. These include banners, boxes, interactive ads, video ads, interstitial ads, overlays and other similar ads that are linked to a landing page of website. Display advertising creates greater brand awareness as well as generates highly targeted traffic that may convert into leads or sales. Payments for these display ads are usually based on Cost-Per_Impression(CPM) which is usually more cost-effective compares to the Cost-Per-Click (CPC) scheme typical of PPC advertising.

g) Content Marketing

Content is the heart of digital marketing and it is the one major element that will remain constant despite the many changes that occur in the marketplace. With good, high-quality and very relevant content, website and other internet marketing real estate will generate considerable inbound traffic from highly targeted audiences.

h) Affiliate Marketing

Affiliate Marketing is a performance-based marketing program, where an entrepreneur pays the publishers who bring customers. The performance may be based on conversions-promotions, leads or simply sales. An Entrepreneur may be the part of the affiliate programs of different publishers. Essentially, the publishers will give space in their pages to advertise business and help to conversions: and payment will be based on the compensation model.

i) Lead generation

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. Lead generation often uses digital channels, and has been undergoing substantial changes in recent years from the rise of new online and social techniques. In particular, the abundance of information readily available online has led to the rise of the "self-directed buyer" and the emergence of new techniques to develop to develop and qualify potential leads before passing them to sales.

Objectives of the Study

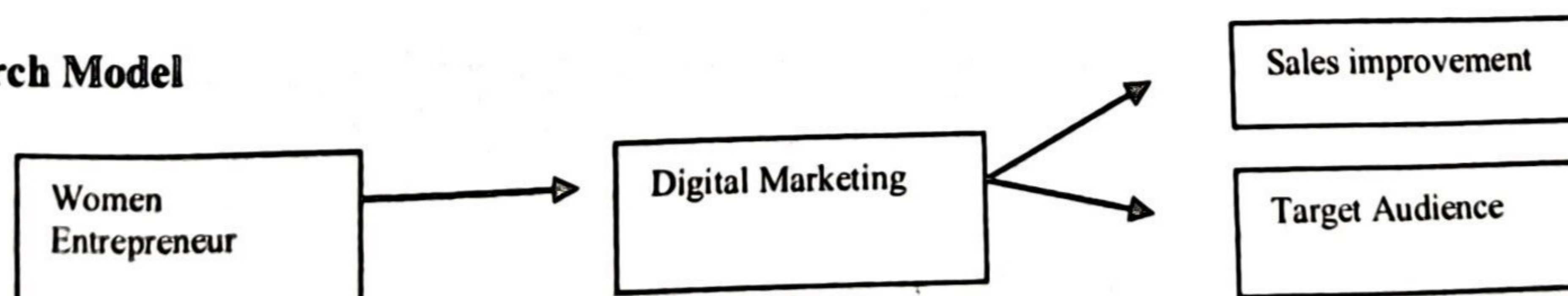
- 1) To analyze the level of awareness among women entrepreneurs on digital marketing in Marthandam town
- 2) To explore the impact of digital marketing in the women driven enterprises
- 3) To measure the effectiveness of digital marketing in women entrepreneurial firm.

Scope of the Study

The suggestion from the study is based on the responses given by the boutique women entrepreneurs in a specific area. This study will be helpful in getting an insight into the awareness of digital marketing in women entrepreneurial firm.

Research Methodology**Research Design**

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 50 respondents from the specified area. The samples have been considered by using non-probability technique (convenient sampling method) was validated and took it for further analysis. Secondary data is also being collectd from articles, journals etc. The tool used analyze the date is chi-square test.

Research Model

The research design clearly examines the impact of digital marketing in reaching the target audience. The study mainly focused to examines the interest of women entrepreneurs to utilize the digital marketing channels in their marketing decision and also to analyses the impact of digital marketing in their sales.

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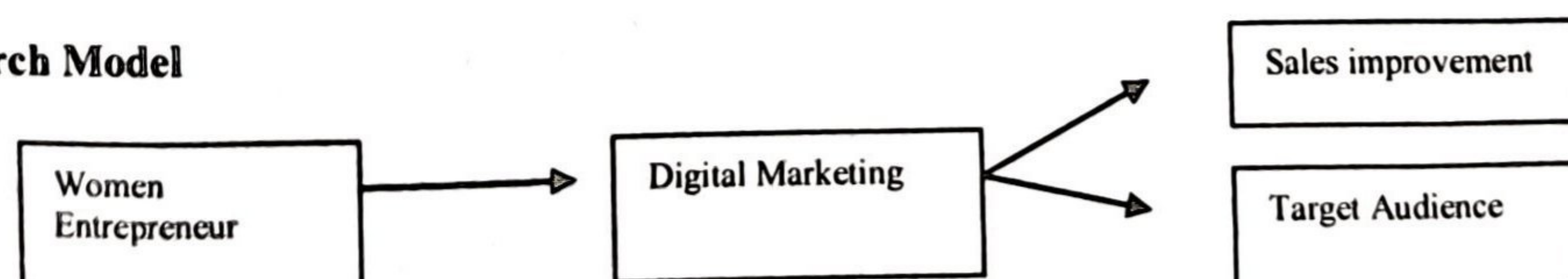
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Area of the Study

For this study the respondents are randomly selected from Marthandam Town

Sampling Technique and Sample Size

To sample size of 50 was taken for the purpose of conducting pilot study to find the respondent makes use of digital marketing. The data collected through questionnaire are only taken into the consideration and it is analyzed by using chi-square test.

Analysis and Interpretations TABLE I

Educational Qualification	Respondents	Percentage
U.G and above	30	60
Above Matriculate	10	20
Below Matriculate	10	20
Total	50	100

Source: Primary Data

From the above table it is evident that 60% of the respondent of women entrepreneurs is highly graduated. And 20% of the respondents have finished higher secondary schoolings. Whereas 20% of the entrepreneurs are below Matriculate and some are not educated. This academic level of entrepreneurs is investigated to analyze whether there is any connection between the educational qualifications of the women entrepreneur with regard to the awareness level on digital marketing

TABLE II

Academic Level	Awareness level		Customer Increase		Sales Improvement	
	Yes	No	Yes	No	Yes	NO
U.G and above	30	0	2	28	1	29
Above Matriculate	10	0	1	9	1	9
Below Matriculate	5	5	0	0	0	0

Chi - Square Test

Hypothesis 1

H0: Educational qualification is not associated with the awareness about digital marketing.

H1: Educational qualification is associated with the awareness about digital marketing.

TABLE III

Awareness Level	U.G and above	Above Matriculate	Below Matriculate	Total
Yes	30	10	50	45
No	0	0	5	5
Total	30	10	10	50

Source: Primary Data

Performing Chi Square Analysis on the above table we get,

Calculated Value = 3.7036 , Table Value = 4.61

C.V < T.V Hence, Null Hypothesis is accepted. That is the awareness on digital marketing is not associated with the educational qualification of the women entrepreneurs.

Hypothesis 2

H0 : There is no significant improvement in business with respect to introduction of digital marketing

H1 : There is significant improvement in business with respect to introduction of digital marketing

TABLE IV

Digital Marketing	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Improves customer circle	2	1	2	5	10
Repeated customers	1	1	5	5	12
Expands sales	1	2	6	5	14
Helps in business expansion	1	2	6	5	14
Total	5	6	19	20	50

Source: Primary Data

Performing Chi Square Analysis on the above table we get,

Calculated Value = 0.4948

Table Value = 1.73 C.V < T.V Hence, Null Hypothesis accepted. That is there is no significant improvement in the business of women entrepreneur with regards to the introduction of digital marketing strategy in their business.

Findings

The following are the important findings of the study

1. This study reveals that the boutique women entrepreneurs are aware of digital channels in spite of their educational qualification
2. They prefer traditional Marketing to attract customer rather than digital marketing.
3. Most of their customers are approaching them through satisfied previous experience of them or through their dears and nears.
4. Digital marketers in the town are approaching the entrepreneur day by day to take them to digital marketing.
5. Most of the women entrepreneurs are not interested in spending the money in digital marketing. Rather, they are interested in buying new stocks.
6. By analyzing collected data from the respondent using Chi-square test it is found out that no much improvement in business expansion or customer expansion through digital marketing.
7. Presently, digital marketing is not prompt for women entrepreneurs of Marthandam locality.

Conclusion and Recommendation

To study is made in a particular geographical region the results of the study reveals that people aware of the digital channels In spite of their educational qualification, women entrepreneur do not prefer digital channels to market their enterprises, products or service. There is no notable improvement in business with respect to digital marketing. The present study shows that the influence of the digital channels not supporting the entrepreneurs towards increase in sales. But in future the digital channels may influence the women entrepreneurial firms as there is a consideration for digital channels among women entrepreneurs are evident. As mentioned earlier this study is made in particular region accurate results on the variables could not be able to obtain. There exists a future scope to analyses the impact of digital marketing in the women entrepreneurial firm decision for wider geographic are to obtain more accurate results.

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